

Gale Business: Entrepreneurship

Practical, real-world resources for entrepreneurs



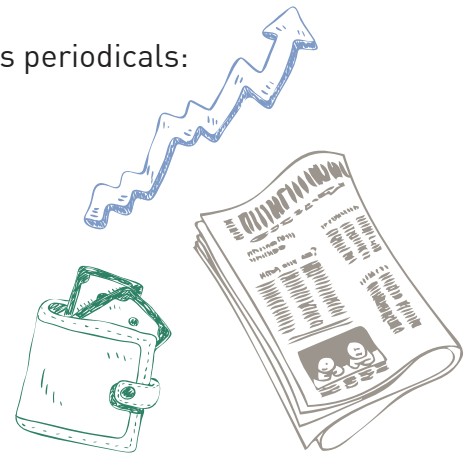
Gale Business: Entrepreneurship is a comprehensive database covering all aspects of starting and operating a business, including accounting, finance, human resources, management, marketing, tax, and more. Combining authoritative periodical and reference content, Gale Business: Entrepreneurship supports prospective and current entrepreneurs.

Simple searching of authoritative resources

Gale Business: Entrepreneurship features a wealth of resources, including the entire Business Plans Handbook Series, which contains hundreds of sample business plans created by real-life entrepreneurs, as well as Encyclopedia of Business Information Sources, Encyclopedia of Management, and Small Business Management – A Framework for Success.

Also included are both specialty/vertical market and general business periodicals:

- Better Asset Management
- Black Enterprise
- Consumer Comments
- Cosmetics International
- Direct Marketing
- Financial Management
- Family Business Review
- The Tax Adviser
- ...and many more



Users can search by subject or keyword or link directly to pre-compiled information based on popular business topics and types, sample business plans, and answers to the most frequently asked questions from a “How To” menu. Results are delivered at the article level in an HTML-based text and graphics format that’s designed for speedy display and easy readability.

SUPPORT YOUR LOCAL
SMALL BUSINESSES

Provide the prospective and current entrepreneurial community with an affordable resource that enhances their business longevity...and yours.



Gale 商业中心：创业

专为小企业准备的实用、真实资源



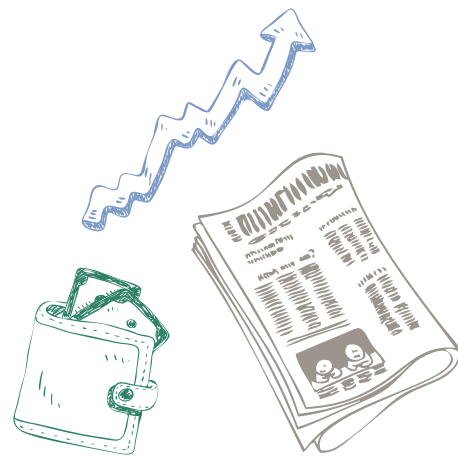
“Gale 商业中心：创业”是一个广泛全面的数据库，覆盖创立和运营企业的各方面问题，包括会计、财务、人力资源、管理、市场营销、税务等等。结合权威的期刊和参考资料，“Gale 商业中心：创业”真正支持当今和未来的企业家们。

简单检索权威资源

“Gale 商业中心：创业”拥有丰富的资源，收录完整的《商业计划手册丛书》（*Business Plans Handbook Series*）——包含数百个由真正的企业家撰写的商业计划样本，以及《商业信息资源百科全书》（*Encyclopedia of Business Information Sources*）、《管理百科全书》（*Encyclopedia of Management*）和《小企业管理：成功的框架》（*Small Business Management - A Framework for Success*）。

同时收录其中的还有专业 / 垂直市场和一般商业期刊：

- 《优化资产管理》（*Better Asset Management*）
- 《黑人企业》（*Black Enterprise*）
- 《消费者评论》（*Consumer Comments*）
- 《国际化妆品》（*Cosmetics International*）
- 《直销》（*Direct Marketing*）
- 《财务管理》（*Financial Management*）
- 《家族企业评论》（*Family Business Review*）
- 《税务顾问》（*The Tax Adviser*）
- ……等等



用户可以按主题或关键词检索，或直接访问预先汇总编辑的信息，例如热门商业话题和种类、商业计划书样本，以及从“*How To*”菜单直接找到常见问题的答案等。检索结果按文章显示，可快速浏览和阅读。

支持本地小企业

为当下和未来的企业家们提供高性价比的资源，帮助您的图书馆和他们的企业更好发展。

