

## **Business Pathfinder**

### **I. Books (On Shelf)**

How to write a business plan, 11<sup>th</sup> ed. /  
McKeever, Mike P.  
Nolo, 2012.  
NonFiction 658.15 MCK 2012

The disaster recovery handbook : a step-by-step plan to ensure business continuity and  
protect vital operations, facilities, and assets /  
Wallace, Michael, 1960-  
American Management Association, c2004.  
Ask at Desk - DISC 658.477 WAL 2004 DISC

E-mail rules: a business guide to managing policies, security, and legal issues for E-mail  
and digital communication /  
Flynn, Nancy, 1956-  
AMACOM, c2003.  
NonFiction 384.3 FLY 2003

Lessons from the edge: survival skills for starting and growing a company /  
Matthews, Jana B.  
Oxford University Press, 2003.  
NonFiction 658.1142 MAT 2003

MarketBusters : 40 strategic moves that drive exceptional business growth /  
McGrath, Rita Gunther.  
Harvard Business School Press, c2005.  
NonFiction 658.4012 MCG 2005

MBA in a box : the practical guide to the big ideas of business /  
Kurtzman, Joel.  
Crown Business, c2004.  
NonFiction 658 KUR 2004

2010 Guam Census Releases

Guam Bureau of Statistics and Plans, c2014  
Pacific Reserve 319.9967 GUA 2014 Computer Disc

Guam 2012: Economic Census of Island Areas

U.S. Dept. of Commerce, Economics and Statistics  
Administration, U.S. Census Bureau, c2014  
Pacific Reserve 304.ECO 2014

The origin of brands: discover the natural laws of product innovation and business survival /

Ries, Al.  
HarperCollins, 2004.  
NonFiction 658.827 RIE 2004

Priceless : on knowing the price of everything and the value of nothing /

Ackerman, Frank.  
New Press, c2004.  
NonFiction 330 ACK 2004

The transparency edge: how credibility can make or break you in business /

Pagano, Barbara.  
McGraw-Hill, c2004.  
NonFiction 658.4092 PAG 2004

You can't win a fight with your boss : and 55 other rules for success /

Markert, Tom.  
HarperBusiness, an imprint of Harper Collins Publishers, 2005.  
NonFiction 650.1 MAR 2005

Contemporary Business, 14<sup>th</sup> ed /

Kurtz, David L.  
John Wiley, c2012  
NonFiction 658 BOO 2012

The Wide Lens: a new strategy for innovation /  
Adner, Ron  
Portfolio/Penguin, c2012  
NonFiction 658.575 ADN 2012

Brilliant online marketing: how to use the internet to market your business online /  
Blyth, Alex  
Pearson, c2011  
NonFiction 658.872 BLY 2011

Contracts: the essential business desk reference, 1<sup>st</sup> ed /  
Stim, Richard  
Nolo, c2011  
Reference 346.7302 STI 2010

## **II. Electronic Resources**

### **A. EBSCO eBooks (Downloadable):**

Inside Accounting: The Sociology of Financial Reporting and Auditing /  
Leung, David.  
Ashgate Publishing Ltd., c2011

Accounting Savvy for Business Owners: [a Guide to the Bare Essentials] /  
Goodman, Philip B.  
CPA911 Publishing, c2010

Ethics, Equity, and Regulation /  
Neimark, Marilyn Kleinberg.-Merino, Barbara Dubis.-Tinker, Tony.  
Emerald Book Serials & Monographs, c2010

How to Measure Anything: Finding the Value of "intangibles" in Business /  
Hubbard, Douglas W.  
John Wiley & Sons, Inc., c2010

The On-demand Brand: 10 Rules for Digital Marketing Success in an Anytime,  
Everywhere World /

- Mathieson, Rick.  
American Management Association, AMACOM Division, c2010
- World Famous: How to Give Your Business a Kick-ass Brand Identity /  
Tyreman, David.  
American Management Association, AMACOM Division, c2009
- Seven Steps to a Rewarding Transitional Career: Getting Work in a Tough Economy /  
Pinsker, Richard J.  
HRD Press, c2009
- The Federal Reserve System: An Encyclopedia /  
Hafer, R. W.  
ABC-CLIO, c2005
- Collaborative Leadership in Financial Services /  
Ullah, Philip.  
Ashgate Publishing Ltd., c2011
- After the Crash: The Future of Finance  
Litan, Robert E.-Herring, Richard.-Fuchita, Yasuyuki  
Brookings Institution Press, c2010
- Advances in Business and Management Forecasting  
Klimberg, Ronald K.-Lawrence, Kenneth D.  
Emerald Book Serials & Monographs, c2011
- Gower Handbook of Internal Communication /

Wright, Marc.  
Ashgate Publishing Ltd., 2009

The Encyclopedia of Business Letters, Faxes, and E-mail: Features Hundreds of Model Letters, Faxes, and E-mail to Give Your Business Writing the Attention It Deserves / Bly, Robert W.-Kelly, Regina Anne.  
Career Press, c2009

For the Common Good: The Ethics of Leadership in the 21st Century / Carter, Jimmy-Knapp, John C.  
ABC-Clio - Greenwood Publishing, c2007

Human Dignity and Managerial Responsibility: Diversity, Rights, and Sustainability / Crowther, David.-Davila Gomez, Ana Maria.  
Ashgate Publishing Ltd., c2011

Reason and Professional Ethics  
Davson-Galle, Peter.  
Ashgate Publishing Ltd., c2009

## **B. EBSCO Business Source Premier -- Publications**

*B+FS*

**Description:** Covers current issues associated with the banking and finance industry.

**URL:** <http://www.copyright.com.au>

*Braun Melsungen AG SWOT Analysis*

**Description:** SWOT Analysis

**URL:** <http://www.marketlineinfo.com>

*B.E. Journal of Economic Analysis & Policy: Advances in Economic Analysis & Policy*

**Description:** Topics include the interaction of firms, the functioning of markets, the effects of domestic and international policy, & the design of organizations & institutions. Articles can be in corporate finance, industrial organization, international trade, etc

**URL:** <http://www.degruyter.com/>

*B.E. Journal of Macroeconomics: Advances in Macroeconomics*

**Description:** Topics include business cycle research, economic growth, & monetary economics, as well as topics drawn from the substantial areas of overlap between macroeconomics & international economics, labor economics, finance, development economics, etc.

**URL:** <http://www.degruyter.com/>

*E Journal of Organizational Learning & Leadership*

**Description:** Addressing the learning organization, transformational thinking, visionary leadership, and servant-leadership topics.

**URL:** <http://www.leadingtoday.org/weleadinlearning>

*Pacific Economic Review*

**Description:** Covers all areas of economics, both theoretical and empirical, and, in particular, analysis of economic issues in the Asia Pacific area.

**URL:** <http://www.wiley.com/WileyCDA/>