


# Encyclopedia of Small Business

## NURTURING THE ENTREPRENEURIAL SPIRIT

**NEW EDITION**  By their very nature and economic limitations, small business owners rely on self-guided research and gut instinct rather than highly compensated executive rosters and boards to help shape their strategy and guide their decisions. Responding to this need, Gale presents the third edition of the award-winning *Encyclopedia of Small Business*.

This well-received resource, last published in 2002, is fully revised and expanded to reflect current issues in the burgeoning small business environment. In two volumes, the *Encyclopedia* addresses matters of importance to anyone interested in launching or growing a new business venture as well as students and other researchers.

Both practical and comprehensive, the *Encyclopedia* provides:

- More than 600 detailed articles and overviews of key topics that are especially relevant to small business owners
- Range of photographs, tables and graphs to support the text
- “Further Readings” information, directing readers to sources for continued study

## THE CHANGING BUSINESS CLIMATE

Layoffs. Plant closings. Downsizing. Outsourcing. Overseas fulfillment. Whatever the term, the outcome is much the same. Millions who were once gainfully employed by major corporations, confident that their final days would be marked with a gold watch and retirement party, are now charting their own course as self-employed individuals or small business owners. Their position in the business world is a vulnerable one, demanding they be able to pivot and turn in response to changes that can quickly impact their employees, revenue, marketing strategies and long-term plans.

In response, the *Encyclopedia of Small Business* presents timely information on:

- Financing
- Financial planning
- Business plan creation
- Market analysis
- Sales strategy
- Tax planning
- Human Resource issues
- And more

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