

Libraries Mean Business

Help Support Local Economic Development



Michigan eLibrary (MeL) is a service of the Library of Michigan. MeL is made possible with federal grant funds from the Institute of Museum and Library Services (IMLS), with additional funding from the State of Michigan.

INTELLIGENCE POWERS LOCAL BUSINESSES

Somewhere right now in your community...

- ... a budding entrepreneur is putting together a business plan.
- ... a business owner is reviewing the performance of her small business and wondering how to take it to the next level.
- ... another entrepreneur is wondering how to attract investment to keep his business afloat until that big order is delivered.



SUCCESSFUL OUTCOMES

With MeL business solutions those seeking business information can easily:

- Access hundreds of relevant business eBooks and journals
- Analyze demographics
- Compare investments
- Explore markets and industries
- Gather competitive intelligence
- Prepare business intelligence reports
- Research fundraising opportunities
- Start a business or non-profit organization
- Find legal forms for business or personal needs
- Write business plans



Give your local businesses the same information

Libraries are natural partners in driving the economy.

To be successful, aspiring entrepreneurs need good information about their markets, customers, industry, and competitors.

Business Insights: Essential

(formerly Business & Company Resource Center)

This user-friendly business tool provides authoritative information and statistical data from more than 2 million investment research and brokerage reports, thousands of detailed financial reports (including fundamentals data and comparison tools), thousands of market research reports, full-text periodicals and SWOT analyses.

Business Insights: Global

A unique source for international business intelligence offering the most comprehensive and convenient way to find case studies, in-depth statistical data, and the ability to compare global economies, countries and industries.

DemographicsNow: Business & People

The most comprehensive business and residential research tool, *DemographicsNow: Business & People* harnesses the power and functionality to:

- Analyze trends in a given population
- Assess business viability
- Create sales leads and/or marketing mailing lists
- Find potential sponsors and donors to grow a nonprofit
- Gather competitive intelligence

Gale Directory Library

Users can search, sort and export information from both current and past business eDirectories. Multiple directories can be cross-searched or users can mine individual directories for company financial information, circulation figures for publications, and much more.

Gale LegalForms

An easy-to-use resource that makes you the lawyer! Officially approved business, litigation and federal forms, used at actual law firms and very different from those found in 'form books.' Find essential information such as corporate contracts, lease agreements, human resource forms, or various banking templates to support your business needs.

BUSINESS DECISION

Finding and keeping customers: It's what makes a business a successful business. BusinessDecision is a database, reporting, and mapping service. With *BusinessDecision*, small businesses and entrepreneurs can find new customers, evaluate potential store locations, focus direct mail and media buys, evaluate business potential, and develop business marketing and sales plans.

Business owners and entrepreneurs use BusinessDecision data to gain valuable insight into their markets, customer behaviors and support the planning process. It is all about finding and keeping customers—that's what makes a business successful.

www.civictكنولوجies.com/businessdecision

Small Business Resource Center

Users learn how to start, finance, or manage a small business. Resources include sample business plans, how-to guides, articles from business journals, and websites.



"As a small business, I don't have the budget or time to do extensive research like the large agencies. I'm grateful my local library provides Business Insights: Global free. I can find almost everything I need for my client's business development plans."

—JOAN WITTE, FOUNDER AND CEO, RAVEN LOON COMMUNICATIONS

used by multinational corporations

Gale Virtual Reference Library

Gale Virtual Reference Library named
"Best Overall Database" Library Journal, November 2012

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Business Leader Profiles for Students 1999

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Business Plans Handbook v24 2012

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Business Plans Handbook v25 2013

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China In The Next 30 Years 2012

9789814384483

Economic Reform and Institutional Innovation 2010

9789814281904

Encyclopedia of American Industries e6 2011

9781414486864

Encyclopedia of Emerging Industries e6 2011

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Gale Encyclopedia of E-Commerce e2 2012

9781414490465

GDL: Business Rankings Annual 2013

9781414460413

GDL: Ward's Business Directory Mexico And Canada 5

9781414476353

Toward an Innovative Nation 2010

9789814281973

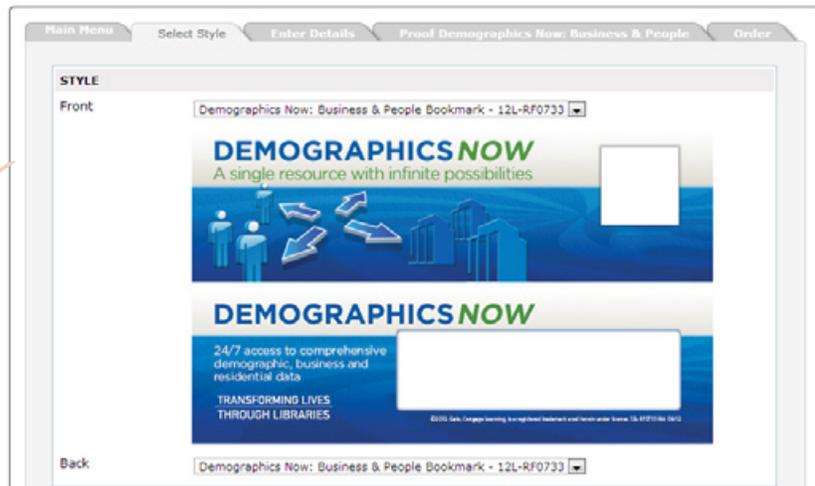


**ACCESS BUSINESS
RESOURCES TODAY**

[HTTP://MEL.ORG/BUSINESS](http://MEL.ORG/BUSINESS)

FREE MARKETING SUPPORT

Gale's ProMo site allows you to choose promotional materials for your business eResources with your library's name and message, to be sent directly from our printer to you. Create the materials you use most, including bookmarks, resource business cards, posters, tent cards, web banners, etc., all for **FREE** at gale.com/promo.



ENGAGE STAFF & CUSTOMERS

Provide engaging business workshops and training through practical and informative sessions, whether onsite, online or on-demand, whether for library staff or community. For more information on a variety of training tips and tools, visit gale.com/training.

- **On-Demand Trainings** offer short videos with “fast fact” training for your business customers. On-demand training videos are available at gale.com/training, and in some instances within the resource itself.
- **Online Trainings** are free webinars that get you up to speed or provide a refresher on your current Gale resource. Get live answers about product features, functions, customization, and more.
- **Onsite Trainings** are interactive and instructional sessions featuring valuable project based learning activities. Intended to engage participants around the specified resources, these sessions also provide support tools for use after the session has been completed.

Your library is the key to their success!

With more than 64% of all new jobs in the U.S. being created by small businesses, communities that support their entrepreneurs help drive economic growth. Libraries can be a big part of economic recovery by providing the support, information, and planning tools needed by local businesses, entrepreneurs, and non-profit organizations.

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ACCESS BUSINESS RESOURCES TODAY –
[HTTP://MEL.ORG/BUSINESS](http://MEL.ORG/BUSINESS)

This service is made possible by grant funds from the U.S. Institute of Museum and Library Services (IMLS) administered by the State of Michigan through the Library of Michigan. Additional funding provided by the State of Michigan.

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