Business and Marketing Resources

The Tennessee Electronic Library (TEL) provides access to numerous of databases for Blount Count Public Library patrons on a variety of subjects, including business resources. Select E-Library from the library’s website, and then click either “Resources by Category” on the left-hand sidebar or on “Resources by Category” under E-Library. Both selections will allow users to narrow their subject to “Business.”

The Business databases listed on this page present valuable articles, research, and data to help patrons gain a thorough understanding of business components and trends. Key databases for small business research and marketing include Reference USA, Small Business Resource Center, and Business Collection.
Reference USA

Reference USA provides in-depth information about businesses, markets, and community profiles. Users can perform a basic search by company name, executive name, or location to receive contact and sales information. An advanced search allows patrons to customize and refine their search on a variety of factors, such as geography, area code, business size, financial data, and sales volume. Reference USA helps users compare and research their business markets so they can form an effective marketing strategy.

In addition to its search features, the resource also provides instructional webinars, videos, and training guides to inform users how to effectively access and use the database. Reference USA allows patrons to search US businesses, new businesses, historical businesses, consumers/lifestyle, and even jobs/internships.

Reference USA Key Training Guides:

The Training Guides provide a series of instructional slideshows designed to help users navigate the database and refine their searches. With these specific topics, users can learn more in-depth search techniques for the database. Training Guide topics include:

- How to Find Your Competitors
  https://www.slideshare.net/ReferenceUSA/how-to-find-your-competitors

- Analyze a Business Community

- Market Analysis – Business Size
  https://www.slideshare.net/ReferenceUSA/market-analysis-business-size

- Searching Consumer Snapshot Elements
  https://www.slideshare.net/ReferenceUSA/searching-consumer-snapshot-elements-in-referenceusa
Reference USA Instructional Videos:

Reference USA offers a series of instructional videos about how to search the database and use advanced settings to tailor each search to a unique business. Topics include searching for businesses, business communities, and consumers. The link to the video page can be found below at: [http://resource.referenceusa.com/videos/](http://resource.referenceusa.com/videos/).
Webinars:

For more resources on how to search Reference USA and expand search strategies, patrons can register for webinars or view archived sessions. To participate or view the webinars, follow the link provided at http://resource.referenceusa.com/webinars/.

Small Business Resource Center

The Small Business Resource Center database equips users with information related to Planning, Funding, Starting, and Managing their small business. Patrons can use the search bar at the top of the screen to perform basic and advanced searches, or use the main business topic selections on the homepage and outline below to find information.

Clicking on any of the topics within these main sections will show users general information and definitions about the subject, articles from magazines and journals, recommended online resources, news, and even some videos.
The Business Collection database has over 100,000,000 articles about business available to users. Patrons can use a basic or advanced search to find information on specific topics, or use the Top Searches feature to discover the most popular searches.

Additionally, the Topic Finder provides a great visual resource to search for information and find connections between search terms. After clicking the Topic Finder, enter a search term and a visual display of words and subjects most often connected to the search term will appear. The example below contains a search for “marketing.”
From there, users can click on a colored tile of the visual display to refine their search and see the results on the right-hand side of the screen.

Users can further refine their results by selecting another tile within the sub-category they have selected. By clicking on the yellow “Business” tile in the example, narrower results open up within specific topics related to “Marketing” and “Business.” A specific subject such as “Small Business Advisor/Small Business” appears as a result, and clicking on that tile produces the article and journal entries on the right-hand side of the screen.
Thank you for using Blount County Public Library’s business resources and databases provided by the Tennessee Electronic Library. For additional questions or assistance, please contact the Reference Department at (865) 982-0981 ext. 4 or at (865) 273-1428.