

READ THE BUSINESS BRIDGE

The Business Bridge, an electronic newsletter, is published twice a year to provide readers with timely information about the services and resources available from the Department; and to reach out to the business people and residents of Mississauga and strengthen the connections with the Department's various user groups.

New subscribers are welcome! For more details, contact the Sciences and Business Information Desk, or sign up online through the Mississauga Library System "Book News" webpage. Once you have signed up, the newsletter will be delivered by the "Dear Reader" online newsletter system.

Mississauga Central Library
Sciences and Business Department,
Second Floor
301 Burnhamthorpe Rd West,
Mississauga, ON L5B 3Y3
905-615-3500
www.mississauga.ca/library
library.info@mississauga.ca

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MISSISSAUGA LIBRARY SYSTEM

RESOURCES FOR THE ENTREPRENEUR AND SMALL BUSINESS OWNER



ENTREPRENEURS CAN FIND ANSWERS TO THEIR MANY QUESTIONS IN THE VARIOUS RESOURCES AT THE MISSISSAUGA CENTRAL LIBRARY, SCIENCES AND BUSINESS DEPARTMENT, LOCATED ON THE SECOND FLOOR.

Books and magazines on small business and entrepreneurship topics are filed in the regular collection, arranged numerically in one “u-shaped” sequence from 001 to 699. Popular topics include starting a business, writing a business plan, and business marketing. The numbering sequence from 700 to 999 continues on the Third Floor, Arts and History Department. There customers can find small business books related to the arts, crafts, photography, writing, and so on.

For market research, access the population demographics on your target geographic area through such reference databases as *E-STAT* or from such reference books as *FP Markets Canadian Demographics*. The Library also provides a selection of market research handbooks.

Some key reference resources include business directories (available for “in-library” use from the Second Floor, Information Desk) such as:

Scott’s Metro Toronto and Scott’s Ontario Boundary
Scott’s Ontario Manufacturers
e-directory (a listing of Ontario engineering consulting firms)
Pharma and Biopharma
Canadian Medical Directory
Contact Toronto
Canadian Advertising Rates and Data (CARD)
National List of Advertisers

Ask staff for these items.

The Directory Shelf near the Information Desk holds over 100 Canadian and international business directories and other reference books. All are for “in-library” use. Customers can serve themselves or ask staff for assistance. Some important titles include:

- *Canada Law List*
- *International Directory of Agents, Distributors, & Wholesalers*
- *International Directory of Importers*
- *McGoldrick’s Canadian Customs Tariffs “Harmonized System” and Excise Duties*
- *Ward’s Business Directory of U.S. Public and Private Companies*

WHY USE A BUSINESS DIRECTORY?

Business directories are used to research a company, or to compile a list of companies, for example to obtain a listing of companies in a specific industry located in Mississauga.

SEARCH ELECTRONIC BUSINESS DIRECTORIES

Often the most efficient and effective way to compile a list of companies is to use one or more of the electronic subscription databases. The Library subscribes to the following databases:

Scott’s National Plus – available at all library locations

Mississauga Business Directory – available at all library locations

Canadian Business Online – available only on specific Second Floor computer terminals

Staff in the Sciences and Business Department will be happy to assist you with your search.

LAW RESOURCES

Popular topics include industrial safety regulations; labour law; and tax law. Research the laws pertaining to your business by checking either the Internet or paper-format Canadian Federal and Ontario Statutes and Regulations. Library staff is available to assist with your search.

Key resources include *O’Brien’s Encyclopedia of Forms* – a multi-volume set, recognized as the most comprehensive source of standardized legal forms, and *Ontario Annual Practice* – available from the Information Desk. Both titles are for “in-library” use.

MISSISSAUGA BUSINESS ENTERPRISE CENTRE (MBEC)

The Mississauga Business Enterprise Centre (www.mississauga.ca/mbec), run by the City of Mississauga, Economic Development Office, is located on the fourth floor of the Mississauga Central Library and is open Monday to Friday from 9 a.m. – 5 p.m. The Centre offers free business information and resources; free one-to-one business consultations; free business plan reviews; low cost business seminars and workshops; low cost online business training courses and young entrepreneur programs. For more information, contact MBEC at **905-615-4460** or by email at mbec@mississauga.ca.