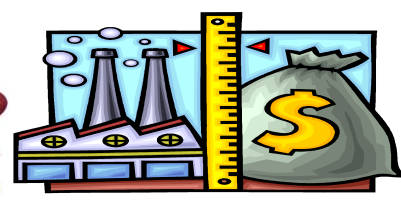


ACCOUNTING

BUSINESS ADMINISTRATION

BUSINESS SALES & MARKETING

RETAIL MANAGEMENT



LIBRARY RESOURCES

Books

| | |
|--|-------------------------|
| Accounting principles | HF 5636 .A33 2010 |
| AMA handbook of business writing | HF 5726 .W55 2010 |
| Business communication essentials | HF 5718 .B659 2010 |
| Buying a franchise in Canada: understanding and negotiating your franchise agreement | HF 5429.235.C3.W57 2009 |
| Cost accounting: a managerial emphasis | HF 5686 .C8 C67 2010 |
| E-business | HF 5548.32. E1735 2009 |
| Event planning: the ultimate guide to successful meetings, corporate events, fund-raising galas, ... | AS6.A44 2009 |
| Everything I know about business I learned at McDonald's | HD57.7.F33 2009 |
| Facebook marketing : leverage social media to grow your business | HF 5415.1265.H656 2009 |
| Financial Management for decision makers | HF5635.A8846 2009 |
| Green your work: boost your bottom line while reducing your carbon footprint | HD 30.255 .C35 2009 |
| Human relations: interpersonal, job-oriented skills | HD6955.D82 2009 |
| The India way: how India's top business leaders are revolutionizing management | HD 70 .I4 I53 2010 |
| International business: environments and operations | HD2755.5.D35 2009 |
| The Intangibles of leadership: the 10 qualities of superior executive performance | HD 57.7 .D397 2010 |
| Not everyone gets a trophy: how to manage generation Y | HF5549.2.U5 T854 2009 |
| Preparing effective business plans: an entrepreneurial approach | HD30.28.B36837 2009 |
| Retail superstars: inside the 25 best independent stores in America | HF 5429.3 .W43 2009 |
| The savvy business traveler's guide to customs and practices in other countries | HF5389.B58 2008 |
| Shopper marketing: how to increase purchase decisions at the point of sale | HF5828.S56 2010 |
| Start your own business: from idea to income | HF 62.5 .S53 2010 |
| Unmarketing: stop marketing, start engaging | HF 5415.55 .S77 2010 |
| Why she buys: the new strategy for reaching the world's most powerful consumers | HC 79.C6 B694 2009 |

DEMOGRAPHICS

FP Markets, Canadian demographics

Ref. HC 111.F65

Market Research Handbook

Stats.Can. #63-224

Profile of Census Divisions & Subdivisions in Ontario, 2006 census (3 vols.) Stats.Can.#95-550-XPB

AUDIO VISUAL PROGRAMS

Canada's Brands: can they compete?

HC 79.C7 C36 2007

Change and Innovation through brainstorming

Vdisc# 61

Customer service basics : service with a smile

HF 5415.5 .C87 2011

Innovate or die: The high stakes of 21st century business

HD58.8.I56 2008

The Madoff Affair

HV6766.M33 M232 2009

My First Million: secrets of success

HB 615 .M9 2009

Paris Hilton Inc.: the selling of celebrity

P 96.C35 P274 2007

Runway to retail : business trends in fashion

HD 9940.C3 R868 2007

Who moved my cheese? The change program

BF 637.C4.J6424 2005

JOURNALS

Administrative Science Quarterly

B to B

Bottom Line

Bloomberg Businessweek

CA Magazine

Canadian Advertising Rates & Data (CARD)

Canadian Business

Canadian Economic Observer (Stats#11-010)

Canadian HR Reporter

Canadian Journal of Economics

Canadian Money Saver

CGA Magazine

CMA Management

The Conference Board Review

The Economist

Export Wise

Fortune

Harvard Business Review

Ivey Business Journal (www.iveybusinessjournal.com)

Journal of Management

Marketing

Nonprofit Management & Leadership

Report on Business Magazine

Rotman Magazine (U of T)

Your Workplace

RECOMMENDED WEB SITES

| | |
|---|---|
| Business Ethics | www.businessethics.ca |
| Canada Revenue Agency | www.cra-arc.gc.ca |
| Canadian Centre for Ethics and Corporate Policy | www.ethicscentre.ca |
| Catalyst (changing workplaces, changing lives) | www.catalyst.org |
| Industry Canada | http://strategis.ic.gc.ca |
| Investcom | http://www.investcom.com |
| Marketing Virtual Library | www.knowthis.com |
| Sedar (Annual Reports) | www.sedar.com |
| Statistics Canada | www.statcan.gc.ca |

ONLINE DATABASES

The library website www.loyalistlibrary.com provides students and staff electronic databases to research articles from journals and newspapers. Your student/library number will be required to sign in to our databases off campus.

Business Source Elite
CBCA (Business)
Hoover's Company Records
InfoTrac Communication & Media eCollection
InfoTrac Small Business eCollection
Regional Business News

See our website www.loyalistlibrary.com for a full list of our databases !

E-LAWS

www.e-laws.gov.on.ca

Current consolidated versions of most of the Ontario's public statutes and regulations, updated within 10 business days of the enactment of a new law or the amendment of an existing law. Included are links to bills which have been introduced for debate in the Legislative Assembly of Ontario.

RefWorks

RefWorks is web-based software that allows you to create a personal database of the references you've used for your research. It will also allow you to format papers, and generate bibliographies in standard output styles such as APA, MLA, and others. To create a free RefWorks account visit www.loyalistlibrary.com and click on the RefWorks link.