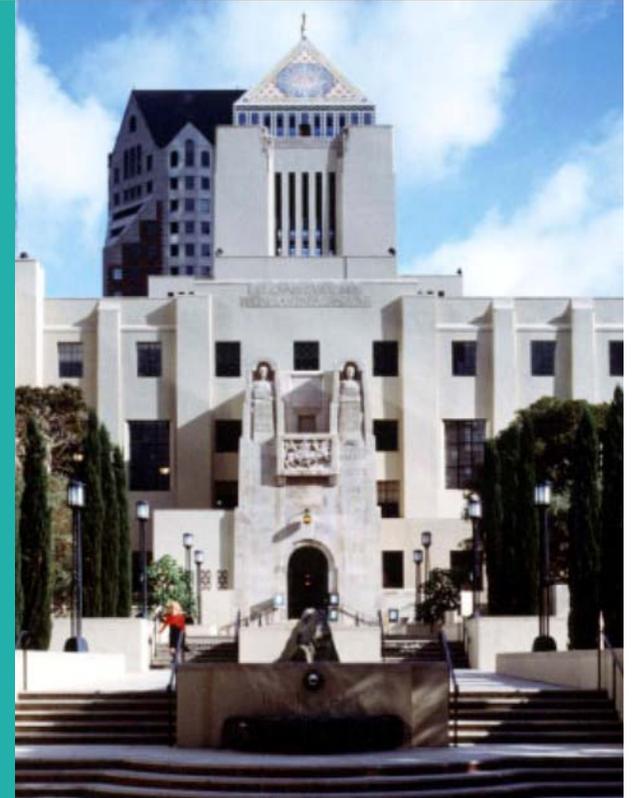


# Los Angeles Public Library ...MEANS BUSINESS!!!



## Resources for Entrepreneurs at Los Angeles Public Library

Summer 2014



# Resources for Entrepreneurs at Los Angeles Public Library

# www.lapl.org

The screenshot shows the Los Angeles Public Library website. At the top, there is a navigation bar with links for Collections & Resources, Locations & Hours, What's On?, Get Involved, About LAPL, and Library Store. Below this is a search bar with the text "Catalog Search: Enter a search in the box below" and a "FIND" button. To the right of the search bar are links for "Other Collections & Resources" including Photo Collection, Visual Collections, Research & Homework, and eMedia.

On the left side, there is a vertical menu with various service categories such as "En español", "Kids", "Teens", "Summer Reading Clubs", "Parents", "Teachers", "Job Seekers", "Adult Literacy", "Citizenship", "Health Matters", "Money Matters", "Online Learning", and "ADA Services". Below these are links for "How Do I?", "My Library Account", "Ask a Librarian", "Book a Librarian", "Reserve a Computer", "Find A Library", and "Follow LAPL".

The main content area features a large banner for "Electronic Resource of the Month" titled "Business Insights: Essentials". Below the banner is a "Hot Titles" section with book covers for "The Goldfinch" by Donna Tartt, "The Invention of Wings" by Sue Monk Kidd, "Missing You" by Harlan Coben, and "The Target" by David Baldacci. To the right of the book covers is a "Today's Events" section with a dropdown menu set to "- Any -" and a list of events including "Baldwin Hills - Family Storytime", "Jefferson - Math Tutor", "Palms - Rancho Park - English Conversation Class", "Westwood - Acting Class", and "Wilshire - Baby's Sleepy Storytime". Below the events is a "Latest Blog Posts" section with a date of "JUNE 02, 2014" and the title "Central Library Blog".



## Resources for Entrepreneurs at Los Angeles Public Library



630 West 5<sup>th</sup> Street, Los  
Angeles, CA 90071

213-228-7000

open 7 days a week

Largest, most in-depth collection  
and specialized departments  
such as Business & Economics  
and Science, Technology &  
Patents.

### Central Library

<http://www.lapl.org/branches/central-library>



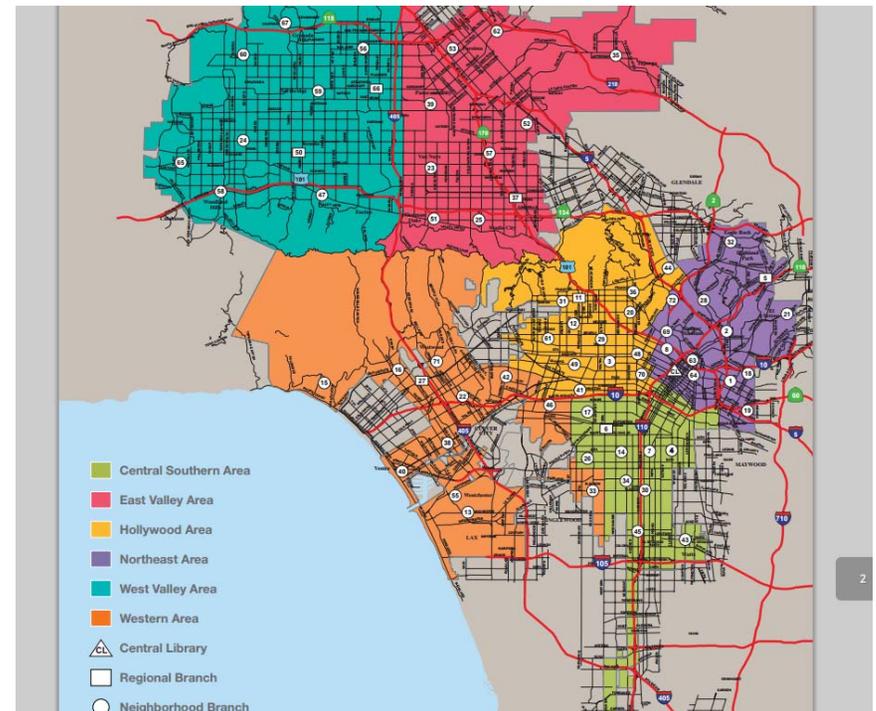
## Resources for Entrepreneurs at Los Angeles Public Library

### Branch Libraries:

<http://www.lapl.org/branches/>

72 locations in the City of Los Angeles offering online services plus books, magazines, media, and programs to serve their local communities.

64 branches open 6 days a week / 8 branches open 7 days a week.



## Resources for Entrepreneurs at Los Angeles Public Library



What resources  
and services does  
the library have  
that can help you  
with your  
business?



## Resources for Entrepreneurs at Los Angeles Public Library

Computer terminals, free Wi-Fi, and  
photocopiers in all library locations



# Resources for Entrepreneurs at Los Angeles Public Library

## Online courses

<http://www.lapl.org/collections-resources/online-learning>

**LearningExpressLibrary2.0**  
Welcome Los Angeles Public Library!

Search... All

**Learning Centers**

- Elementary School [More Info](#)
- Middle School [More Info](#)
- High School [More Info](#)
- College Preparation [More Info](#)
- College Students [More Info](#)
- Job Search & Workplace Skills [More Info](#)
- Jobs & Careers [More Info](#)
- Skill Building for Adults [More Info](#)
- U.S. Citizenship [More Info](#)
- Recursos para Hispanohablantes [More Info](#)

My Classroom About Us Help Sign in

**LOS ANGELES PUBLIC LIBRARY**  
www.lapl.org

**GALE COURSES**

Home View Catalog Search for Courses: Enter Search Here

**Browse Catalog**

- Featured Popular New
- Accounting and Finance
- Business
- College Readiness
- Computer Applications
- Design and Composition
- Health Care and Medical
- Language and Arts
- Law and Legal
- Personal Development
- Teaching and Education
- Technology
- Writing and Publishing

**NEW POPULAR FEATURED**

Introduction to Microsoft Excel 2007  
Work with numbers? You need to know Excel. Learn the secrets of this powerful application. [Learn More>>](#)

[View More Courses](#)

**Welcome to Gale Courses provided by the Los Angeles Public Library**

Gale Courses offers a wide range of highly interactive courses that you can take entirely online. As a library card holder in good standing, you are entitled to these courses at no cost. Courses run for six weeks and new sessions begin every month.

**How Do I Enroll In a Course?**

- Click "Enroll Now" next to the course of your choice. You can find courses by browsing through the categories on the left of your screen or by using the search bar above.
- Select your course start date and click "Continue."
- If you have never taken a Gale Courses session: enter your email address in the New Student area, and click "Create Account." Complete the Account and Student Information page and then click "Continue to Payment Options."

If you are a returning student: enter your account email and password and then click "Sign In."



# Resources for Entrepreneurs at Los Angeles Public Library

The screenshot shows the UniversalClass website interface. At the top, there is a dark navigation bar with the UniversalClass logo, links for Home, Course Catalog, and My Classes, and a Sign In button. Below this is a blue search bar with the text "Learn Business and Customer Service Skills" and a GO button. The main content area features a large image of business professionals. On the left, there is a sidebar titled "Areas of Study" with a list of categories: Accounting, Alternative Medicine, Arts and Photography, Business (highlighted), Adobe Training, Business Applications, Career Development, Human Resources, Management, Marketing, Microsoft Training, Organizational Finances, and Self-Improvement. To the right of the sidebar, there is a text box describing UniversalClass™ online courses as instructor-led and self-paced, with an "AUTHORIZED IACET PROVIDER" logo. Below this, two featured course cards are displayed: "Negotiation Skills" and "Business Consulting 101".

UniversalClass™ online courses are instructor-led and self-paced. Self-paced courses are challenging, and unlike a physical class with set meeting times, you will ultimately decide how and when you complete each of the lesson objectives. If you are a well-disciplined and motivated learner, you will thrive in this environment.

**Featured Course**  
Negotiation Skills

**Featured Course**  
Business Consulting 101



# Resources for Entrepreneurs at Los Angeles Public Library

The screenshot displays the Los Angeles Public Library website interface. At the top, the header includes the library name, a search bar, and navigation links for Menu, Account, Help, and Advanced Search. The main content area is titled "Search Results" and shows a list of 130 items, with the first 12 visible. The items are displayed in a grid format, each with a cover image, title, and author. The visible titles include "Business: The Ultimate Resource", "The Business E... Handbook", "Business-to-Bu...", "Twitter: Free S...", "The Small Business Bible", "Starting Etsy Business or Dummies", "The 100 Absolutely Unbreakable Laws of Business Success", and "How to Succeed in Business Without Really Trying". A sidebar on the left provides filtering options for format (eBook, Audiobook, Video), show me... (All Titles, Available Now, Recommend), format (7), subject (28), publisher (45), rating (5), and device (14). There is also a search within results field.

## E-Books and E-Media

<http://www.lapl.org/collections-resources/e-media>



# Resources for Entrepreneurs at Los Angeles Public Library

## E-Books and E-Media

The screenshot displays the Los Angeles Public Library website interface. At the top, the logo and name "LOS ANGELES PUBLIC LIBRARY" are visible, along with navigation links for "My Checkout List (0)", "Help", and "Login". Below this, a search bar and a "LAPL's Axis 360 collection of e-books" label are present. The main content area features a grid of e-book covers under the heading "41 Titles that match BUSINESS & ECONOMICS /...". The grid is organized into two rows of five books each. The first row includes titles like "Wholesale 101" by Jason Prescott, "So You Want to Write a Novel" by Lou W. Stanek, "#GIRL" by Sophia Amoruso, "Pinfluence" by Beth Hayden, and "Starting a Tech Business" by Alan Cowan. The second row includes "Freight Brokerage Business" by Jason Menelson, "Venture Deals" by Brad Feld, "Things a Little" by Biz Stone, "Inventing for Dummies" by Pamela Bird, and "Million Dollar Web Presence" by Chad Barr and Alan Weiss. A left sidebar offers filtering options for "Publication Date", "Recently Added", "Audience", and "Format".



# Resources for Entrepreneurs at Los Angeles Public Library

## Research guides and lists of suggested websites & titles produced by library staff

<http://www.lapl.org/collections-resources>

### Financing New Business Enterprises



**Central Library**  
BUSINESS & ECONOMICS DEPARTMENT  
630 W. 5<sup>th</sup> Street  
Los Angeles, CA 90071  
213-228-7100; Fax: 213-228-7109  
E-Mail: [Business@lapl.org](mailto:Business@lapl.org)

Visit  
<http://www.lapl.org/central/>  
FOR DIRECTIONS & CURRENT HOURS



LOS ANGELES PUBLIC LIBRARY

MY LIBRARY ACCOUNT

Search LAPL for: Library Catalog Keyword

Collections & Resources | Locations & Hours | What's On? | Get Involved | About LAPL | Library Store

**Collections & Resources**

- Overview
- Catalog
- Photo Collection
- Visual Collections
- e-Media
- LAPL Reads**
  - Hot Titles
  - Book Lists
    - The Entrepreneurial Spirit**
  - New Books
  - RSS Feeds
  - Individual Staff Recommendations
  - Submit a Suggestion
- Web Resources
- Research & Homework
- LAPL Indexes
- Research Guides
- Government Documents
- Job & Money Guides
- LAPL Blog
- All Library Blogs
- Word Processing

BOOK LIST:  
**The Entrepreneurial Spirit**  
Updated: March 18, 2014

Like 0 Tweet 0 Comments 0

Interested in starting your own business and don't know where to start? Do you need some inspiration to jump-start your creativity or promote your ideas? The following books share stories and practical advice from successful entrepreneurs. Some are autobiographical and inspirational while others offer pragmatic advice on how to start and keep a business going. A number of books in this list also provide systematic approaches to promote original thinking and sharpen your innovative edge. The common theme throughout is that innovation, research, and perseverance are the three keys to becoming a successful entrepreneur.

**The art of being unreasonable : lessons in unconventional thinking**  
by Broad, Eli

Call Number: 338.7 B863

The founder of two successful Fortune 500 companies and a renowned philanthropist, Eli Broad shares how his entrepreneurial instinct and methodical drive helped launch his startup companies. He describes how he overcame obstacles and doubt through a fearless pursuit of his innovative ideas. His unbridled enthusiasm and personal stories are inspirational.

View it in Our Catalog

### Small Business Research

A Selection of Materials Available in the Business & Economics Department



**CENTRAL LIBRARY**  
BUSINESS & ECONOMICS DEPARTMENT  
630 W. 5<sup>th</sup> STREET  
LOS ANGELES, CA 90071  
213-228-7100; Fax: 213-228-7109  
E-MAIL: [BUSINESS@LAPL.ORG](mailto:BUSINESS@LAPL.ORG)

Visit  
<http://www.lapl.org/central/>  
FOR DIRECTIONS & CURRENT HOURS



## Resources for Entrepreneurs at Los Angeles Public Library

# Business, Technical & Trade Journals



# Resources for Entrepreneurs at Los Angeles Public Library

## FREE programs & events in the library <http://www.lapl.org/whats-on>

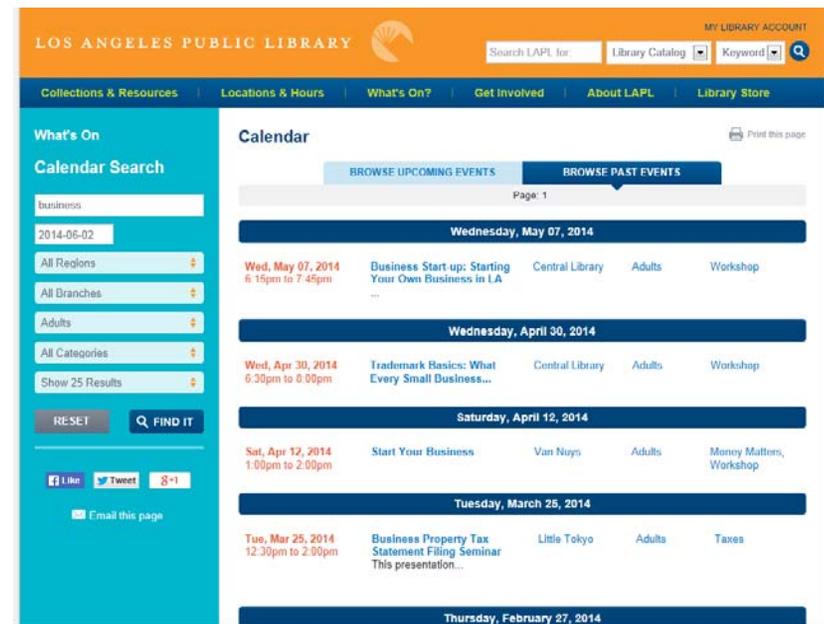
 **Free Program**  
**Business Start-Up**  
 Starting Your Own Business in LA

**Wednesday**  
**May 7, 2014,**  
 6:15 pm – 7:45 pm  
 Central Library  
 Meeting Room A  
 630 West 5<sup>th</sup> Street  
 Los Angeles CA 90071



**Cashing In On Your Great Ideas™**  
 Free Programs

*Inventors Workshop Int'l Educational Foundation &  
 Los Angeles Public Library  
 Business & Economics Department*



## Resources for Entrepreneurs at Los Angeles Public Library

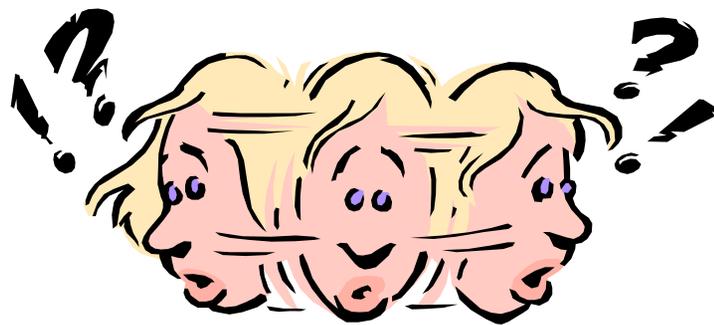
And, of course, books, CDs, DVDs

<http://ls2pac.lapl.org>



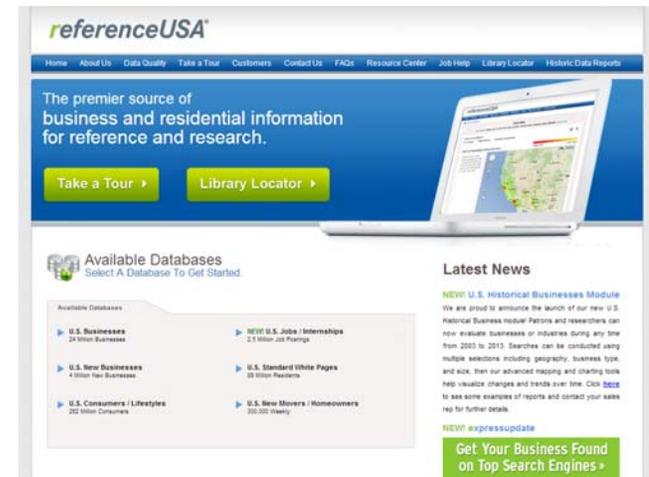
## Resources for Entrepreneurs at Los Angeles Public Library

What questions can the library help you  
answer for your business?

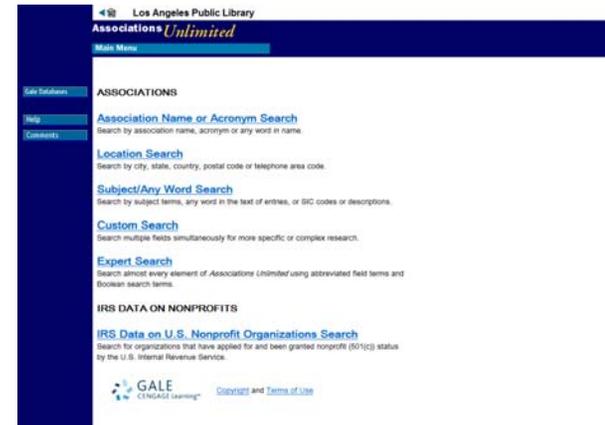


# Resources for Entrepreneurs at Los Angeles Public Library

## Directories



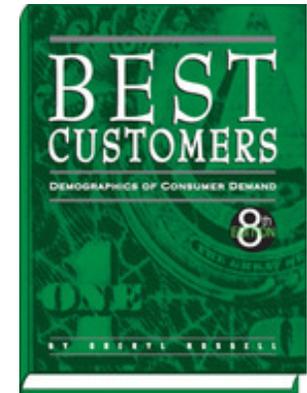
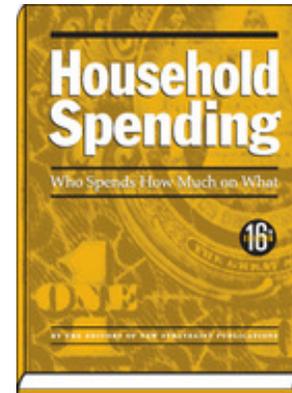
- \*Who else is in the same business?
- \*What businesses offer services I need?
- \*What businesses might buy from me?
- \*What organizations represent my industry?



# Resources for Entrepreneurs at Los Angeles Public Library

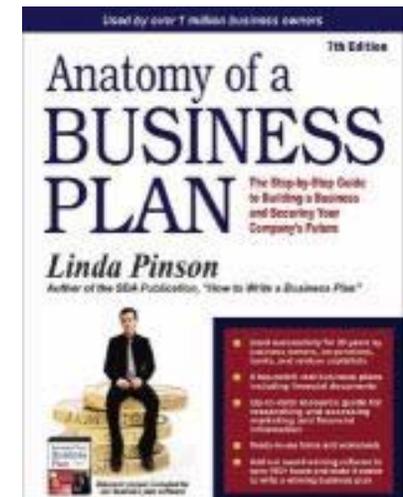
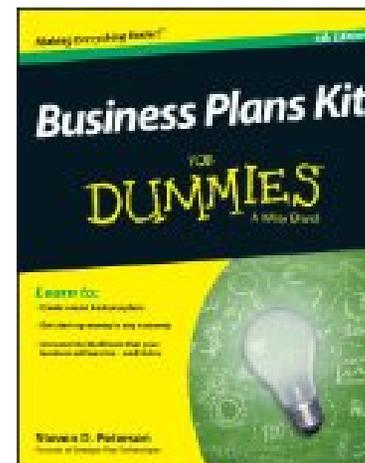
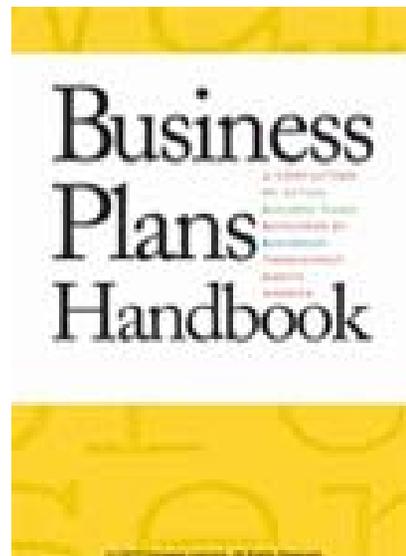
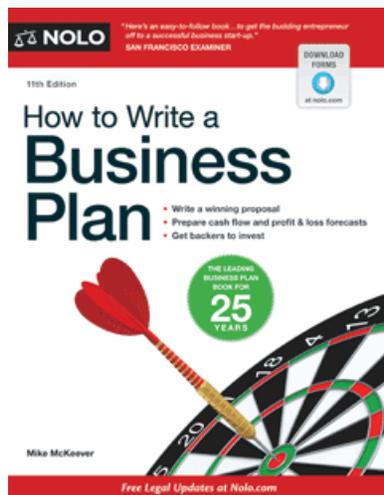
## Industry Reports & Market Research

- Is this a good business to be in?
- What's hot, what's not
- What are the financial numbers necessary for this business to succeed?
- Rankings and market share: who are the dominant players?
- Who buys what you are selling?
- Where do you find them?



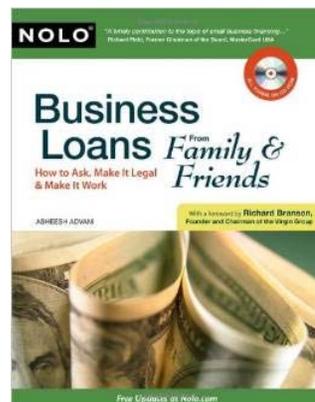
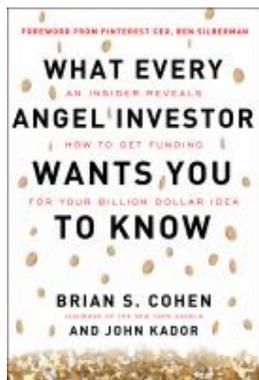
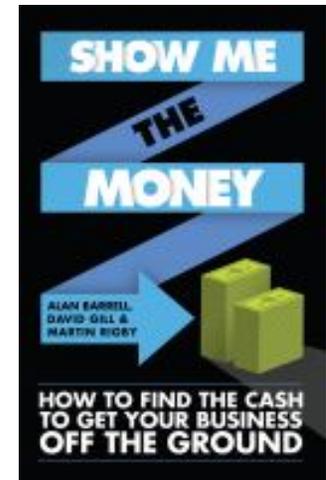
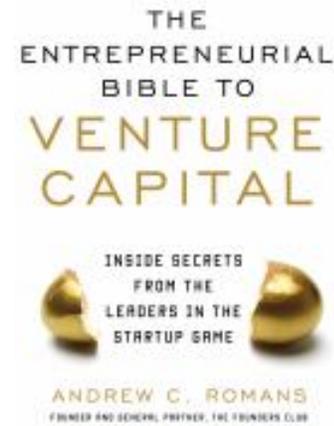
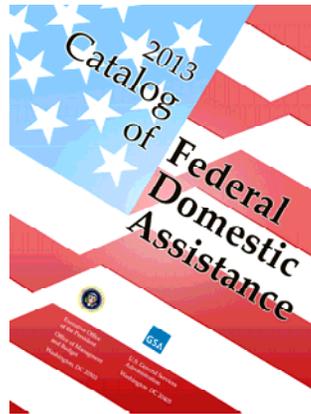
# Resources for Entrepreneurs at Los Angeles Public Library

## Resources to Help Write Your Business Plan



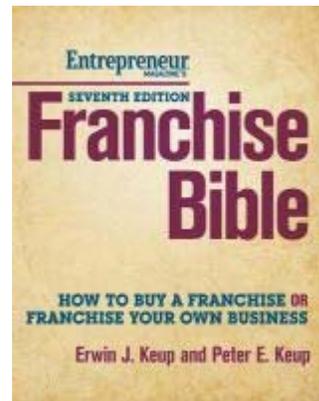
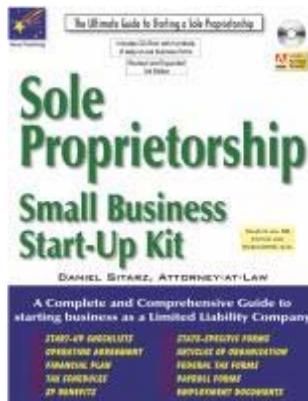
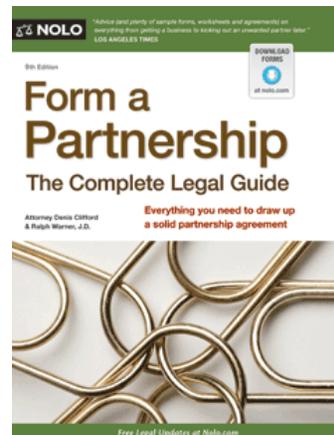
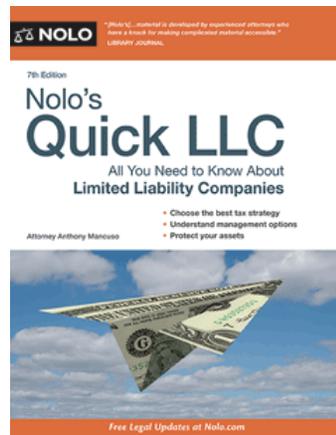
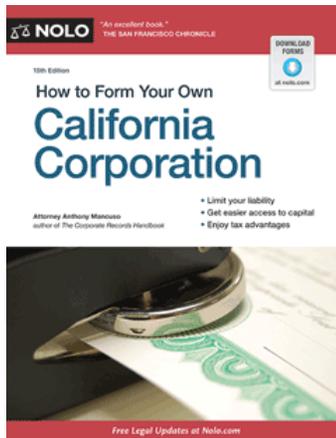
# Resources for Entrepreneurs at Los Angeles Public Library

## Resources to Help You Find Money for Your Business



# Resources for Entrepreneurs at Los Angeles Public Library

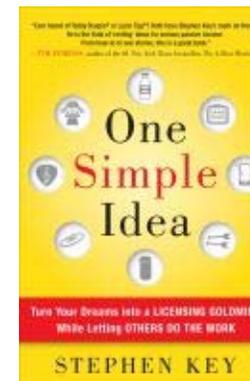
## Learn How to Form the Right Legal Organization for your Business



# Resources for Entrepreneurs at Los Angeles Public Library



## Protect Your Ideas and Products!

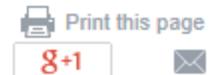


# Resources for Entrepreneurs at Los Angeles Public Library

## Science, Technology & Patents Dept. in the Central Library



### Intellectual Property Resources



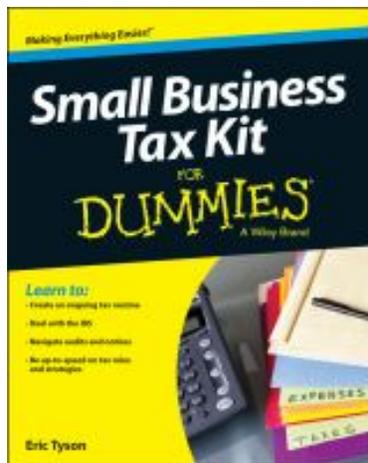
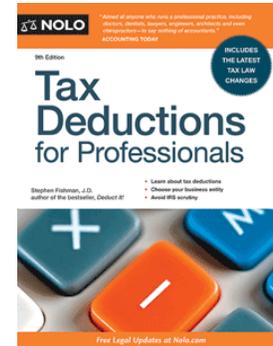
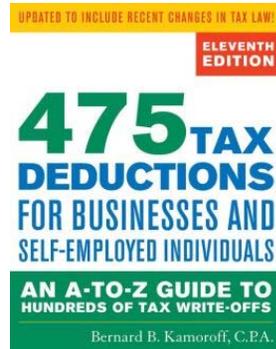
The Los Angeles Public Library is a member of the [Patent and Trademark Resource Center Program](#) and assists the [U.S. Patent and Trademark Office \(USPTO\)](#) in disseminating patent and trademark information to the public.

In the [Science, Technology, and Patents Department](#) of Central Library, we offer computerized searching of patents, trademarks, and copyrights. Library users perform their own searches. Computers are available on a first-come, first-served basis. Ask library staff for instructions on use. Use of intellectual property databases is free, but printing is \$.25 per page. We also have collections in [print and microfilm](#). During regular library hours, we provide some assistance by telephone at 213-228-7220.



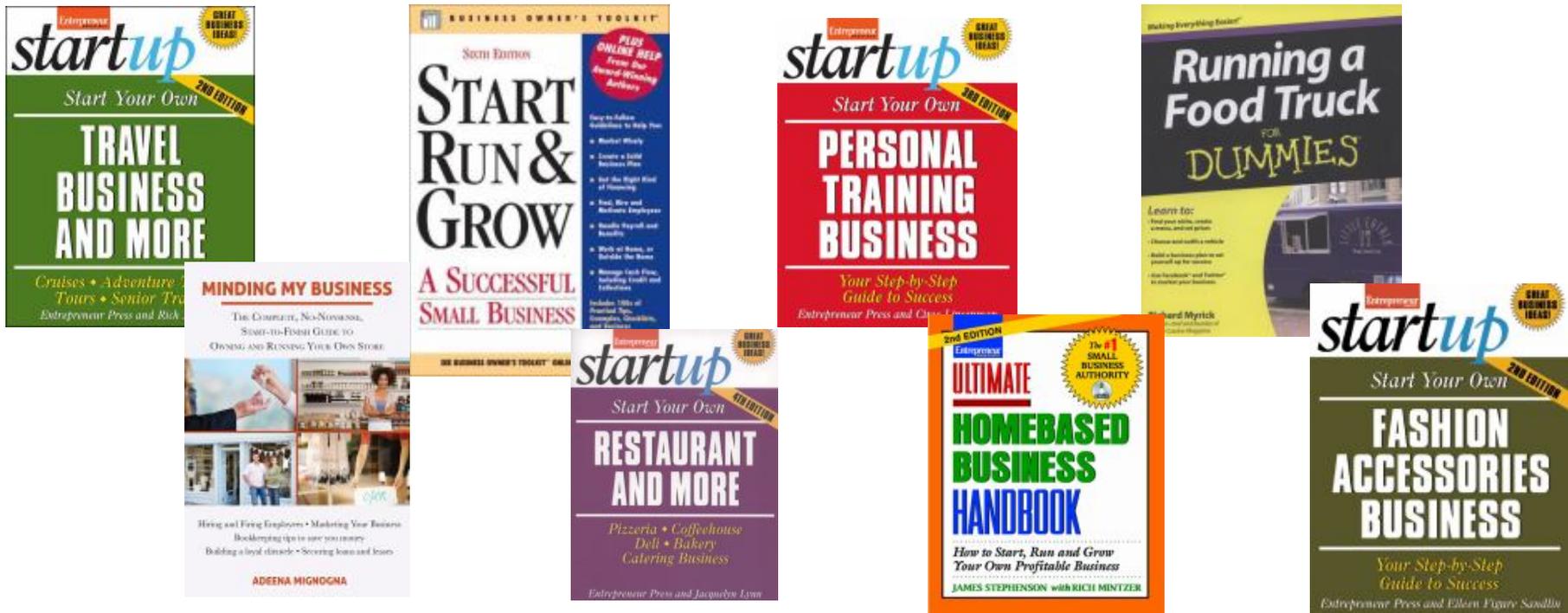
# Resources for Entrepreneurs at Los Angeles Public Library

## Taxes



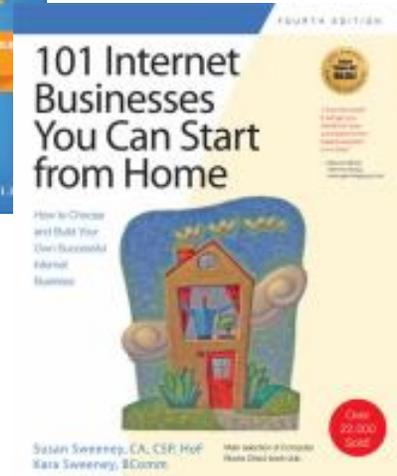
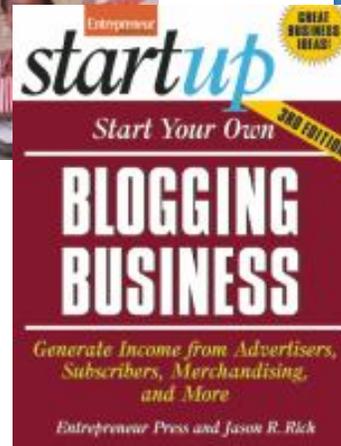
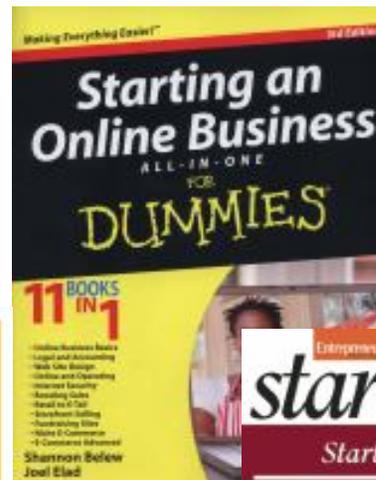
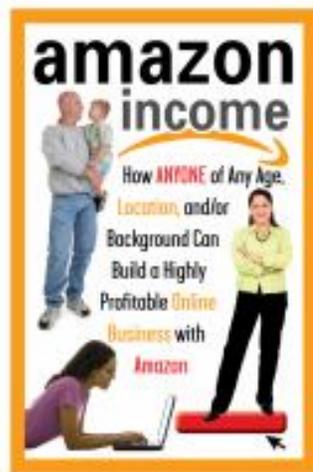
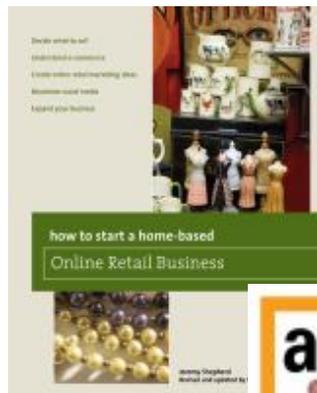
# Resources for Entrepreneurs at Los Angeles Public Library

## Learn How to Start, Run, and Grow Specific Types of Businesses



# Resources for Entrepreneurs at Los Angeles Public Library

## Learn How to Bring Your Business Online



## Resources for Entrepreneurs at Los Angeles Public Library

# Los Angeles Public Library

## MEANS BUSINESS !!

### Questions??

## business@lapl.org



A word cloud on a dark blue background featuring various business-related terms. The most prominent word is 'business' in large white font. Other visible words include 'corporation', 'management', 'importer', 'franchise', 'sales', 'retail', 'wholesale', 'finance', 'opportunity', 'owner', 'startup', 'retailer', 'entrepreneur', 'biz', 'store', 'market', 'supplier', 'restaurant', 'exporter', 'advertise', 'merger', and 'planning'.

