



## Faculty Publications

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# The Entrepreneur's Reference Guide to Small Business Information

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Reviews  
Reference

less than a page long and provide introductory information; each also contains at least one suggestion of further reading for those pursuing more in-depth research. Each volume is indexed separately, and the final volume also includes a comprehensive index. General editor Leonard (Univ. of North Florida), along with three other volume editors, has assembled over 70 well-credentialed scholars, almost exclusively from US institutions, to produce this accessible work. It is more affordable and ultimately more concise than the comparable *Encyclopedia of Latin American History and Culture*, ed. by Jay Kinsbrunner with Erick D. Langer (2nd ed., CH, Dec'08, 46-1841). **Summing Up:** Highly recommended. ★★★ Libraries desiring a broad general encyclopedia to support lower-level undergraduates or general readers.—*J. H. Pollitz, University of Wisconsin—Eau Claire*

**48-2447** HA29 2010-1779 CIP  
**Encyclopedia of research design**, ed. by Neil J. Salkind. SAGE Publications, 2010. 3v bibl index afp ISBN 1412961270, \$380.00; ISBN 9781412961271, \$380.00

The *Encyclopedia of Research Design* is written for scholars in all fields involved in planning and conducting empirical quantitative and qualitative research. However, the general public also will find this set valuable when seeking information on how research is done. The three volumes feature over 500 articles on such diverse subjects as the role of ethics in research, the importance of professional organizations, and important mathematical and statistical concepts; also included are a review of seminal research articles in the field and a review of popular analysis tools. Almost 400 scholars wrote the signed articles, all of which contain internal references and bibliographies for further reading. A reader's guide helps direct researchers to relevant articles in 28 general categories. The content is well illustrated when appropriate, and the articles are clear and well written. Most academic and larger public libraries should acquire this modestly priced, valuable reference set. No recent similar sources are available. **Summing Up:** Highly recommended. ★★★ Lower-level undergraduates and above; general readers.—*J. O. Christensen, Brigham Young University*

④ **48-2448** [Internet Resource]  
**The Entrepreneur's Reference Guide to Small Business Information**

URL: <http://www.loc.gov/rr/business/guide/guide2/>

[Visited Oct'10] Compiled by Robert M. Jackson, business reference specialist at the Library of Congress, this guide includes several areas of entrepreneurship: "Getting Started," "Raising Capital," "Managing Your Business," "Human Resources," "Marketing: Research, Strategy, and Advertising," "Doing Business with Government," and "International Opportunities." The author includes valuable information about the research process and how to gather data and keep current. The guide includes a helpful list of handbooks, dictionaries, and databases that can assist beginners in acquiring background knowledge in entrepreneurship and familiarity with common vocabulary terms. The guide also contains a list of Library of Congress subject headings related to entrepreneurship and concludes with an extensive index. This is a nice list of core resources on entrepreneurship, although the guide needs to be updated to include the online version of many of the resources listed. Site design is simple, incorporating plain text without images or color. This site can especially benefit new business and reference librarians who assist small business owners with their research needs. See related, *Entrepreneur* <<http://www.entrepreneur.com/>> (CH, Jul'10, 47-6352) and *Entrepreneurship*

*Corner* <<http://ecorner.stanford.edu/index.html>> (CH, Sep'10, 48-0369).

**Summing Up:** Recommended. ★★ All levels/libraries.—*L. Camacho, Brigham Young University*

**48-2449** G1201 MARC  
Hayes, Derek. **Historical atlas of the North American railroad**. California, 2010. 224p bibl index afp ISBN 9780520266162, \$39.95

With 400-plus color maps ranging from 1821 to President Obama's report "A Vision for High Speed Rail," this historical atlas reveals the richly variegated visual culture of railroad mapping in the US and Canada. Always utilitarian, railroad maps are differentiated into four types: those required to survey the land for construction and attracting investments, timetable maps for passengers, maps in advertising, and engineering maps. As illustrated in the introduction, maps are schematic tools to present complex information visually: they adapt scale to emphasize rail lines (or roads) in relation to other features. The scale of reproduced maps is more conducive to historical exploration than cartographic study; here the concise historical text is enhanced by extensive captions that outline significant features in each map. Supplementing the index and concise bibliography is a complete list of sources for maps; most are from private collections, but also acknowledged, with complete references, are the holdings of museums and public collections. The wealth of visual information, comprehensive coverage, and optimistic stance for the future of railroads on the North American continent make this an important purchase for all reference collections. **Summing Up:** Highly recommended. ★★★ Lower-level undergraduates and above; general readers.—*M. Nilsen, Indiana University South Bend*

**48-2450** E839 CIP  
**Historic Documents of 2009**, ed. by Heather Kerrigan. CQ Press, 2011. 766p index afp ISBN 1604269987, \$175.00; ISBN 9781604269987, \$175.00

This CQ Press series reprints selected primary source documents on the year's important issues. Opening with an eight-page narrative, it presents 2009's key events and topics, including the global economic crisis, health care reform, wars in Afghanistan and Iraq, the "miracle on the Hudson," swine flu, Ted Kennedy's death, and Sonia Sotomayor's Supreme Court appointment. Discussion of each of 70 chronologically arranged issues begins with an introduction, followed by at least one important primary source document. Sources may be edited or excerpted, but notes to that effect are clear. Over 100 primary sources are used, with full citations provided (many with URLs). Sources are frequently governmental, such as *Congressional Record*, *Daily Compilation of Presidential Documents*, judicial documents, hearing transcripts, speeches, and press releases. In addition to the standard table of contents, separate tables of contents list issues by theme and source. In lieu of a single-volume index, an expansive 92-page cumulative index for the 2005-2009 volumes of this set is included. Given CQ Press's excellent reputation and the time this set saves in gathering and introducing primary source material, this volume is a valuable resource. Consider also the online edition, *Historic Documents Series* (CH, Sup'05, 42Sup-0010), covering 1972 to the present. **Summing Up:** Highly recommended. ★★★ Lower- and upper-level undergraduates; general readers.—*L. B. Harris, University of South Carolina Lancaster*

**48-2451** DS272 MARC  
**Iran: Persia: ancient and modern**, by Helen Loveday et al.; photo-