

## Business Resource Guide

Our many resources for Business can help you with your Market Research, how to write a Business Plan, and the Management of your Business, including self-help for your Accounting and Bookkeeping needs.

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### Companies, Products, Trade Associations, and Exhibitions



[Associations Canada: an Encyclopedic Directory](#)

061.1025 Ass

Main Reference

[Scott's Directories: Ontario Manufacturers](#)

338.0025713 Sco

Main QR-Ask@Info Desk

[Scott's Ontario Business Directory – 4 v.](#)

380.10257135 Sco

Main Reference



[Government of Canada: Directories of Canadian Companies](#)

[Fraser's: Canada's Industrial Search Engine](#)

Browse by Company or use the Category index to find your product group

[NAICS \(North American Industry Classification Canada\)](#)

[Trade Show News Network](#)

[Trade Shows Worldwide](#)

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### Looking for demographics for your marketing plans?



 SimplyAnalytics®

Inform your business decisions with Prizm5's Canadian market segment data, and Dun&Bradstreet's business detail. Create maps and reports of your research discoveries. Access SimplyAnalytics from our [Digital Library](#) webpage. View the Reference Guide [here](#) to get started with your business research.

Use [Google Maps](#) to search your business location and find existing local businesses in your surrounding neighbourhoods

[Statistics Canada Demographics: Census Profiles](#)

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Our [Local History](#) collection can help you discover the historical significance of Waterloo addresses and architecture



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## Online Support



[BDC – Business Development Bank of Canada](#)

[City of Waterloo – Business](#)

Find Business support including Licences and Zoning, Economic Development, and Advertising and Sponsorship opportunities.

[Small Business Services: FedDev Ontario](#)

Helping Ontario business entrepreneurs

[Government of Ontario Small Business Support](#), featuring BizPaL, the online Business Permit and Licencing tool

[Settlement.Org](#) – Visit the “Business and Self-Employment” webpages for help and support in starting your own business

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## Stay informed with the latest Business News



**Magazines & Journals:**

[Bloomberg Businessweek](#)

[Harvard Business Review](#)

[PressReader database: Business & Current Affairs](#)

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## GALE COURSES

### [Gale Courses for Business@ WPL](#)

Enhance your skills with free access to online courses - including QuickBooks, Excel, Outlook and PowerPoint

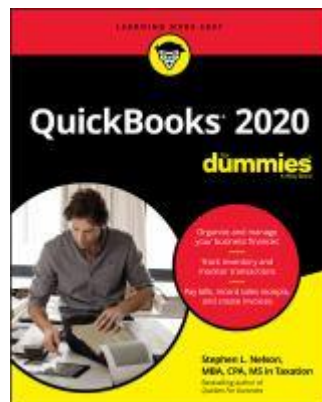
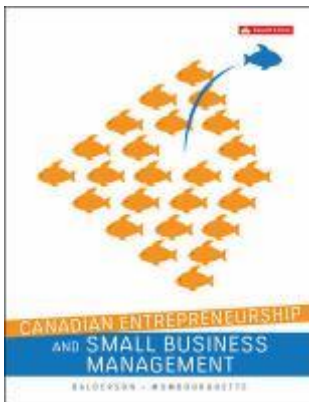
## inLEARNING

### [LinkedIn Learning](#)

Learn anywhere! Over 6000 free online courses (business, technology, creative) taught by industry experts.

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## Books



### **Business – Management**

Canadian Entrepreneurship and Small Business Management

658.0220971 Bal

Starting & Running a Small Business for Canadians all-in-one

658.110971 Buc

### **Business -- Planning**

Big Enough : Building a Business that Scales with your Lifestyle

658.11 LeF

Canadian Small Business Kit for Dummies

658.0220971 Dag

The Dragons' Den Guide to Investor-ready Business Plans

658.4012 Vyg

The Ultimate Startup Book : Find your Big Idea, Write your Business Plan, Master Sales and Marketing

658.11 Dun

## **Business writing -- Handbooks, manuals, etc.**

Business and Professional Writing : a Basic Guide

808.06665 Mac

Business Writing

808.06665 Canav

AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Usage, Punctuation, Construction, and Formatting

808.06665 Wilso

## **Business -- Accounting**

Bookkeepers' Boot Camp: Get a grip on Accounting Basics

657.9042 Moh

QuickBooks 2020

657.904202855 Nel

Your Guide to Starting & Self-financing your own Business in Canada

658.150971 Wil

Your Guide to Government Financial Assistance for Business in Ontario

658.152209713 Wil



Contact our local Waterloo WRSBC for expert assistance for entrepreneurs with the development of new or existing businesses

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## **Looking for more help?**

Please call, email, or request an appointment to meet with us and discuss your Small Business info needs – we look forward to hearing from you!

Info Desk 519-886-1310 ext. 124

[askus@wpl.ca](mailto:askus@wpl.ca)

Visit our **Business & Career** webpage at [wpl.ca](http://wpl.ca) to fill out the **Online Request Form for Business Assistance**

**April / 2022**