



FROM COMMITTEES OF RUSA

# Outstanding Business Reference Sources

## *The 2004 Selection of Recent Titles*

*RUSA BRASS Business Reference Sources Committee*

In an effort to aid selectors and reference librarians serving business interests, a working group of the BRASS Business Reference Sources Committee, following established guidelines and criteria, voted to adopt these titles as "outstanding business reference sources" or "other notable titles" published during the previous fourteen months. Brief reviews are included.

The final ballot was narrowed to eighteen nominations. Following extensive discussion on the merits and shortcomings of each, only four were voted for inclusion in the "outstanding" category. Seven additional works were selected as "other notable titles." While most of the selected titles are considered high-quality reference materials suitable for medium to large libraries, one recent publication from Marshall Cavendish is particularly well-suited for most high school and public libraries.

**Business and Industry.** Ed. by William R. Childs, Scott B. Martin, and Wanda Stitt-Gohdes. 11 vols. New York: Marshall Cavendish, 2004. 1,584p. \$459 (0-7614-7430-7).

Marshall Cavendish has delivered a unique and beautiful multivolume reference work that will help

young people and others begin to learn about principle business concepts that impact so much of their daily lives and their future. For most high school and public libraries, this work will provide a much more appealing approach to a variety of rather complex topics that are often intimidating or just presented elsewhere with a drier than dust approach. Eleven slender volumes, full of color illustrations, charts, graphs, and sidebars, combine achievements of early and modern business trailblazers with essays covering a range of issues from minimum wage and credit cards to macroeconomics and globalization.

Reputable editors and authors provide 375 signed articles arranged alphabetically in the first ten volumes. Each article includes solid cross-referencing and a list of further reading. Navigation throughout is excellent. Volume 11 includes a very detailed cumulative index with over ten thousand entries and several additional thematic indexes. Other special features in volume 11 include text of several landmark documents, a variety of statistical tables, a four-hundred-entry glossary, and thematically arranged lists of other resources to consult.

Development and triumphs of capitalism in the U.S. are the focus for describing concepts of management and marketing, as well as the relationships of people, organizations, products, government, and law in our market-based economy. This user-friendly approach, however, should work quite well for many audiences. Unfortunately, the price might not work quite as well for all libraries. I would prefer a price that puts it on many, many more reference shelves. The only other real drawback is the occasional drift from easy

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Working Group members from the **BRASS Business Reference Sources Committee** included: David A. Flynn (2003–04 chair), Pinar Arcan, David Bickford, Linda Dausch, Mary Gilles, Doreen Harwood, Chris LeBeau, and Elisabeth Leonard. For further information, contact David A. Flynn, Business/Social Sciences Librarian, University of Hawaii, Honolulu, 96822; (808) 956-2621; fax (808) 956-5968; e-mail: dflynn@hawaii.edu.



reading to conceptual descriptions that might cause one to stumble. Given the subject matter, however, it would be a bit of a challenge to remain completely free of this type of back and forth from easy to complex. Overall, this is a very pleasing addition for the high school and public library.—David A. Flynn, *University of Hawaii, Manoa*

**Encyclopedia of Leadership.** Ed. by George R. Goethals, Georgia Sorenson, and James MacGregor Burns. 4 vols. Thousand Oaks, Calif.: Sage, 2004. 2,120p. \$595 (ISBN: 0-7619-2597-X).

The emerging discipline of leadership is captured in all its diversity in this definitive four-volume work. Scholars from seventeen countries have written four hundred entries that cover not only the expected management theories and Roman emperor bios, but also describe the invisible leadership in families and communities, the motivations of followers and irrational feelings of crowds, and the complexity of ambition itself. Readers may be surprised by entries for the Beatles, the film industry, and the dot-com meltdown, which are indicative of the field's sheer scope. Librarians will appreciate the *Encyclopedia's* extensive navigational tools, the one-hundred-page-plus index, and appendixes offering a bibliography of significant leadership works, a directory of leadership programs, as well as some full-text primary sources. For libraries serving scholars, students, practitioners, managers, and any members of the general public interested in improving their community.—Linda S. Dausch, *Chicago Public Library*

**The Oxford Encyclopedia of Economic History.** Ed. by Joel Mokyr. 5 vols. New York: Oxford Univ. Pr., 2003. 2,824p. \$695 (ISBN 0-19-510507-9).

*The Oxford Encyclopedia of Economic History* is a five-volume comprehensive and scholarly work with almost nine hundred signed articles alphabetically arranged, 425 black-and-white illustrations, and seventeen maps. A topical outline of articles provides an

overall picture of how the work is organized and shows its wide interdisciplinary nature. All economic segments are covered from prehistory to present, including individuals, ideas, historic events, institutions, and geographic topics. While U.S. economic history is predominant, few parts of the world are not covered. Major geographic countries, regions, and cities are included. The work also contains eighty-five industry surveys and 127 biographical essays on economists and economic historians, entrepreneurs, bankers, labor leaders, and inventors of technology. Volume 5 has a thorough index with twenty-eight thousand entries, a listing of more than one thousand article-related Internet sites, an additional topical outline, and a directory of more than six hundred international scholars who contributed.

The breadth of coverage is impressive, touching not only on familiar topics such as agriculture, labor, and banking but also service industries such as music, art, and museums. Although articles vary in length from a page or two to several pages (health industry is eighteen pages; child labor is four pages; theater arts is seven pages; mutual funds is one-and-one-half pages), each article includes a brief bibliography for further information. Helpful cross references guide readers to related information or from an alternative word to the official entry in the encyclopedia. With a minimum of technical language, articles are easy to read for students and general readers as well as economists. This is an unparalleled, interdisciplinary resource highly recommended for academic and larger public libraries.—Doreen Harwood, *University of Washington, Bothell*

**Strauss's Handbook of Business Information: A Guide for Librarians, Students, and Researchers.** By Rita W. Moss. Westport, Conn.: Libraries Unlimited, 2004. 455p. \$85 (1-56308-520-8).

The world of business and of business information is much changed since 1988, the year Diane Strauss's

*Handbook of Business Information* was first published. Moss, a business and economics librarian at the University of North Carolina Chapel Hill, has retained much of what made Strauss's *Handbook* a classic, but has added an international scope and many Internet sources to reflect the changes that have impacted the business and information industries. The *Handbook's* organization is the same, with the first section of the book concentrating on formats (guides, bibliographies, directories, periodicals, looseleaf services, government documents, statistics, and electronic resources) and the second section on topics (marketing; accounting and taxation; money, credit, and banking; investments; stocks; bonds; mutual funds; futures and options; insurance; and real estate). New to the *Handbook* is coverage of geographic information systems, while a chapter on vertical files has been removed. Although there are a few minor inaccuracies (*National Business Employment Weekly* ceased publication in 1999, yet the entry for it appears as if it is a current source), this second edition will be of value to librarians and library students interested in knowing more about how to find, use, and understand business information.—Elisabeth Leonard, *University of California, San Diego*

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## Other Notable Titles

**African-American Business Leaders and Entrepreneurs.** By Rachel Kranz. New York: Facts On File, 2004. 336p. \$44 (0-81605-101-1).

This work covers 160 business leaders from our national origins to present day. Although most of these entrepreneurs can be found in the *Biographical and Genealogical Master Index*, this volume pulls from a wider variety of sources.

**Bankable Business Plans.** By Edward G. Rogoff. New York: Thomson/Texere, 2004. 246p. \$49.95 (1-587-99163-2).



*Bankable Business Plans* provides ten essential "action steps" based on the author's own successful business plans, presented in a highly practical approach and easy-to-read format. Part III includes sample outlines and plans. Suitable for circulating or reference collections.

**Business Statistics on the Web.** By Paula Berinstein. Medford, N.J.: CyberAge Books, 2003. 244p. \$29.95 (0-910965-65-X).

This is a well-organized tool for quick drilling through the statistics maze. Although it is short on site descriptions, many entries are self-explanatory. The author also supplements lists of search sites with tips, tricks, discussion of who generates statistics, and a case study or two.

**The Core Business Web: A Guide to Key Information Resources.**

Ed. by Gary W. White. New York: Haworth, 2003. 325p. \$49.95 (0-7890-2094-7).

This is a collection of authoritative Web-based resources for twenty-five areas of business. Sites are well-defined and selective.

**Distinguished Women Economists.** By James Cicarelli and Julianne Cicarelli. Westport, Conn.: Greenwood, 2003. 244p. \$65 (0-313-30331-2).

Entries on fifty-one remarkable women include brief biographies, summaries of contributions, and selected bibliographies. This single volume work provides reputable information on overlooked contributors to the field.

**Snapshot International Series.** ProQuest Information and Learning. Institutional subscription prices.

Snapshot data are now available on the ProQuest platform. Separate subscriptions are available for regional report coverage (North America, Asia-Pacific, Eastern Europe, Latin America, United Kingdom, and Western Europe). The series provides forty-six hundred overview market reports for thirty industries in twenty-six countries.

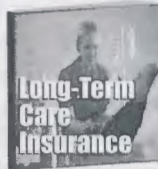
**United States Entrepreneurs and the Companies They Built: An Index to Biographies in Collected Works.** Ed. by Wahib Nasrallah. Westport, Conn.: Praeger, 2003. 366p. \$65 (0-313-32332-1)

Listings are provided for seventeen hundred biographies in 120 collected works. A key feature is that more than 90 percent of the collected works are not analyzed or indexed in standard business indexing and abstracting services. ■



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