**BA133 ADDITIONAL RESOURCES:**

**Entrepreneurship / Small Business / The Business Plan**

[***Open Directory - Business: Small Business: Associations***](http://dmoz.org/Business/Small_Business/Associations/)

[**Regional Economic Development links**](http://paws.wcu.edu/gjones/summit/WCU-RS-Links-to-Resources.htm)

[NC Business ServiCenter](http://www.nccommerce.com/servicenter/blio/)

[NC Community Assistance](http://www.dca.commerce.state.nc.us/)

[NC Rural Resource Guide](http://www.ncruralcenter.org/guidebook/index.asp)

[Small Business and Technology Development Center](http://www.sbtdc.org/)

[Asheville SCORE](http://www.ashevillescore.org/)

[NGA, Encouraging Entrepreneurship](http://www.nga.org/center/topics/1%2C1188%2CD_678%2C00.html)

[Quicken, Small Business Center](http://www.quicken.com/small_business/)

[Quicken, Business Plan](http://www.quicken.com/small_business/start/)

[U Chicago, Business Plan Links](http://www.lib.uchicago.edu/e/busecon/guides/bizplans.html)

[PWC, Business Plan](http://www.pwc.com/extweb/industry.nsf/docid/936CBF75BD75BD2585256AC6005D8B10)

[Business Plan Archive](http://businessplanarchive.org/)  (LOC & University of Maryland)

[Business Plan Outline (PWC New Zealand)](http://www.pwc.com/nz/en/clever-companies/writing-a-business-plan.jhtml)

[Sample Business Plans (About.com)](http://sbinformation.about.com/od/bizplansamples/Business_Plan_Samples.htm)

[Small Business Administration](http://www.sba.gov/smallbusinessplanner/plan/index.html)

[Center for Business Planning](http://www.businessplans.org/)

[Entrepreneur, Business Plans](http://www.entrepreneur.com/businessplan/)

[Business Plan Archive](http://www.businessplanarchive.org/)

[My Own Business, Business Plan (a course, but with a very good outline)](http://www.myownbusiness.org/s2/)

[Bplans.com (a commercial site, but nevertheless helpful)](http://articles.bplans.com/category/writing-a-business-plan)

**LINKS TO MARKETING / BRANDING ARTICLES**

Message in What We Buy

<http://www.nytimes.com/2009/05/19/science/19tier.html?_r=2&em>

What Does Your Credit Card Company Know About You

<http://www.nytimes.com/2009/05/17/magazine/17credit-t.html?_r=1&hp>

Cluetrain Manifesto

<http://www.cluetrain.com/>

Data Explosion Remakes Retailing

<http://www.nytimes.com/2010/01/03/business/03unboxed.html?hpw>

WCU Branding and Marketing Initiative

<http://www.wcu.edu/5227.asp>

STATEMENT OF MUTUAL RESPONSIBILITIES AND EXPECTATIONS

<http://paws.wcu.edu/gjones/101_Mutual_Expectations_Respons.pdf>

**The Business Presentation**

[Eight Tips for a Good Presentation](http://sbinformation.about.com/od/sales/a/presentationtip.htm)

[Good general discussion on a half-dozen points to keep in mind](http://www.businesstown.com/presentations/index.asp)

[Some pointers from University of Northern Iowa](http://www.cba.uni.edu/buscomm/Presentations/present.html)

[Presentations Magazine](http://www.presentations.com/msg/presentations/index.jsp)