

Table of Contents

Introduction	vii
User Guide	ix
User Key	x
Content Summary of Chapter Listings	xi
U.S. Small Business Administration Reports	xix
NAICS Codes: Cross-Reference Table	lxiii
SIC Codes: Cross-Reference Table	lxv
Accounting	1
Advertising in the 21st Century	30
Agriculture	50
Alternative Energy	102
Amusement & Entertainment	117
Apparel & Accessories	133
Appliances	146
Architecture	153
Art & Antiques	166
Audio & Video	178
Aviation & Aerospace	185
Banking	212
Barbers & Beauty Shops	237
Biotechnology	242
Boating	252
Brewing & Distilling	265
Broadcasting	272
Building & Construction	290
Chemicals	327
Cleaners & Laundries	348
Communications & Media	355
Computers & Software Services	377
Consumer Electronics	421
Cosmetics, Perfumes & Personal Care	425
Credit & Lending Services	439
Cyber Security	450
Direct Marketing	455
E-Commerce & Internet	466
Electrical	479
Electronics	499
Engineering	525
Environment & Conservation	575
Exhibits & Meeting Planners	630
Financial Services	641
Fishing	695
Food & Beverage	704
Footwear	818
Foundations & Fund Raising	820
Freight & Packaging	830
Furnishings & Fixtures	840
Gaming	848
Garden & Lawn	852
Gifts	860
Glass & Ceramics	863
Government	870
Graphic Design	909
Hardware	913
Healthcare	916
Heating, Ventilation & Air Conditioning	995
Hobbies & Games	1003
Hotels & Motels	1015
Industrial Equipment	1022
Insurance	1034
Interior Design, Decorating & Lighting	1070
International Trade	1079
Jewelry & Watches	1097

Table of Contents

Journalism	1105
Law Enforcement & Public Safety	1117
Leather Products	1135
Legal Services	1137
Libraries.	1183
Literary Services	1195
Lumber & Wood	1201
Machinery	1217
Management	1237
Manufacturing	1270
Marketing	1287
Metals & Metalworking.	1324
Mining	1345
Motion Pictures	1359
Motorcycles	1368
Motor Vehicles	1371
Music	1398
National Security & International Affairs	1418
Office Supplies & Services	1426
Paper & Allied Products	1430
Performing Arts	1434
Petroleum & Allied Products.	1456
Pets & Pet Supplies	1477
Pharmaceutical Drugs & Devices	1487
Photography	1509
Plastics	1519
Plumbing	1528
Printing	1533
Public Relations	1541
Publishing	1547
Real Estate.	1562
Restaurants	1580
Retailing	1586
Robotics & AI	1598
Rubber	1608
Safety & Security.	1611
Social Media	1640
Sports & Recreation	1643
Stone & Concrete	1675
Telecommunications	1681
Textiles	1699
Tobacco	1706
Transportation	1709
Travel Services	1739
Utilities	1751
Warehousing & Storage.	1766
Water Supply	1771
Wholesale Services	1780

Indexes

Entry Index	1801
Publisher Index	1877