

Table of Contents

Introduction	vii
User Guide	ix
User Key	x
Content Summary of Chapter Listings	xi
U.S. Small Business Administration <i>Small Business Profile</i>	xix
NAICS Codes: Cross-Reference Table	xxix
SIC Codes: Cross-Reference Table	xxxi
Accounting	1
Advertising in the 21st Century	30
Agriculture	52
Alternative Energy	109
Amusement & Entertainment	124
Apparel & Accessories	141
Appliances	155
Architecture	162
Art & Antiques	175
Audio & Video	189
Aviation & Aerospace	195
Banking	223
Barbers & Beauty Shops	248
Biotechnology	254
Boating	262
Brewing & Distilling	276
Broadcasting	283
Building & Construction	304
Chemicals	342
Cleaners & Laundries	364
Communications & Media	372
Computers & Software Services	397
Consumer Electronics	439
Cosmetics, Perfumes & Personal Care	442
Credit & Lending Services	457
Cyber Security	468
Direct Marketing	473
E-Commerce & Internet	485
Electrical	499
Electronics	518
Engineering	538
Environment & Conservation	580
Exhibits & Meeting Planners	634
Financial Services	646
Fishing	697
Food & Beverage	707
Footwear	829
Foundations & Fund Raising	832
Freight & Packaging	842
Furnishings & Fixtures	851
Gaming	859
Garden & Lawn	863
Gifts	872
Glass & Ceramics	877
Government	884
Graphic Design	920
Hardware	927
Healthcare	930
Heating, Ventilation & Air Conditioning	1012
Hobbies & Games	1020
Hotels & Motels	1034
Industrial Equipment	1042
Insurance	1054
Interior Design, Decorating & Lighting	1090
International Trade	1101
Jewelry & Watches	1119

Table of Contents

Journalism	1130
Law Enforcement & Public Safety	1143
Leather Products	1162
Legal Services	1165
Libraries	1213
Literary Services	1227
Lumber & Wood	1235
Machinery	1254
Management	1273
Manufacturing	1305
Marketing	1322
Metals & Metalworking	1359
Mining	1380
Motion Pictures	1394
Motorcycles	1404
Motor Vehicles	1407
Music	1435
National Security & International Affairs	1458
Office Supplies & Services	1466
Paper & Allied Products	1470
Performing Arts	1475
Petroleum & Allied Products	1498
Pets & Pet Supplies	1518
Pharmaceutical Drugs & Devices	1528
Photography	1550
Plastics	1560
Plumbing	1570
Printing	1575
Public Relations	1584
Publishing	1590
Real Estate	1605
Restaurants	1623
Retailing	1630
Robotics & AI	1642
Rubber	1650
Safety & Security	1653
Social Media	1681
Sports & Recreation	1683
Stone & Concrete	1717
Telecommunications	1723
Textiles	1741
Tobacco	1748
Transportation	1751
Travel Services	1780
Utilities	1792
Warehousing & Storage	1805
Water Supply	1810
Wholesale Services	1819
 Indexes	
Entry Index	1841
Publisher Index	1917