

Gale Business Entrepreneurship Search Terms

In order to find useful information in library databases, you need to know the tricks and tips. This is one of the reasons librarians continue to be so important. Gale Business Entrepreneurship provides two good ways to see a list of potentially useful resources.

- Business Topics – Log into the database and look to the right of the screen. Locate the lightbulb icon with the words “Browse Topics” below it. Click that icon. You’ll see a 3-column list of business topics but only available in English.
- Topic Guides – To view a list of these, log into the database and scroll down on the first page. Unfortunately, these are also only available in English.

Since both of the resources listed above are only available in English, we’ve included a Spanish to English list of the most useful ones below.

Most Useful Business Topics

Spanish Term	English Term
Contabilidad	Accounting
Publicidad	Advertising
Comunicación empresarial	Business communication
Planificación empresarial	Business planning
Venta de negocios (también: venta de su empresa)	Business sale (aka selling your business)
Flujo de caja	Cash flow
Financiamiento mediante deuda	Debt financing
Estados financieros	Financial statements
Comercio electrónico	E-Commerce
Reclutamiento de empleados	Employee recruitment
Empresa familiar	Family-owned business
Negocios desde el hogar	Home-based businesses
Marketing digital	Internet marketing
Estrategias de mercadeo o marketing	Marketing
Empresas propiedad de minorías	Minority business enterprises
Impuestos sobre la nómina	Payroll tax
Estrategias de fijación de precios	Pricing
Recursos para pequeñas empresas	Small business resources
Planificación fiscal	Tax planning
Sueldos y salarios	Wages and salary

All Topic Guides

Spanish Term	English Term
Inversionistas Ángeles y Venture Capital (VC), o capital riesgo.	Angel Investors and Venture Capital
Elaboración y control de presupuestos	Budgeting
Ideas de Negocios	Business Ideas
Planes de negocio (utilice el Manual de Planes de Negocio en lugar de esta base de datos)	Business Plans – Use the Business Plan Handbook instead of this database
Estructuras empresariales / entidades legales	Business Structures / Legal Entities
Emprendedores, negocios desde el hogar y franquicias	Entrepreneurs, Home-Based Businesses, Franchises
Expansión de su empresa	Expanding Your Business
Financiamiento de su empresa	Financing Your Business
Opciones de financiamiento gubernamental	Government Funding Options
Préstamos y subvenciones	Loans and Grants
Administración del Personal	Managing Your Employees
Investigación de Mercado	Market Research
Estrategias de mercadeo o marketing	Marketing
Empresas Propiedad de Minorías, Veteranos y Mujeres	Minority-, Veteran-, Women-Owned Businesses
Redes de Contacto / Aprendizaje Profesional	Networking / Learning from Others
Autofinanciamiento	Self Funding
Ventas y Comercialización de su Empresa	Selling and Marketing Your Business
Tecnología	Technology
Fuentes Tradicionales de Financiamiento	Traditional Lending Sources
Tendencias en Pequeñas Empresas	Trending Small Businesses