



# Lagniappe\* / North Caroliniana

compiled by Plummer Alston Jones, Jr.

*Editor's Note:* "Lagniappe/North Caroliniana," the newest feature column of *North Carolina Libraries*, is envisioned as a complement to "North Carolina Books." As such, "Lagniappe/North Caroliniana" will feature reviews of materials in various non-book formats presenting fictional or nonfictional accounts on North Carolina or the Southern regions which include North Carolina (e.g., the Appalachians, the Southeast, the Old South, the New South, etc.). Publishers and creators of non-book materials which meet these criteria should forward materials for possible review. Reviews of up to 250 words are welcomed and will be considered for publication. Send materials and reviews to Plummer Alston Jones, Jr., c/o Iris Holt McEwen Library/LaRose Resources Center, Elon College, P.O. Box 187, Elon College, NC 27244-0187.

## North Carolina Business Periodicals: A Review

by Barbara S. Akinwole

There are numerous business periodicals that can be read to keep one informed on the state of the economy, who's who in business and industry, and who among us is brave enough nowadays to venture into entrepreneurship land. Indeed, the selection process for business periodicals can sometimes seem overwhelming. When selecting a periodical for the library's collection many factors must be taken into consideration, including the cost of the subscription, content and frequency of the publication, institutional setting, and the clientele to be served. These factors are especially important in times when budgets can support only a limited number of subscriptions.

The current state of affairs in business and industry requires a keen awareness of the changing trends in local areas, the state, and the nation. North Carolina's business periodicals are excellent sources of timely information that is helpful to business leaders and government officials who make daily decisions which have a significant impact on local, regional, and state economies. Admittedly, these business periodicals provide at best "interesting" reading for the general citizenry, but, for the serious reader, they provide a wealth of information sufficient to make informed personal or business decisions.

The following is a review of selected recommended North Carolina business periodicals.

*Carolina Business, Eastern North Carolina's Business to Business Journal* is the pride of this region of North Carolina. It is an excellent newspaper-like publication that gives credence to an area of North Carolina that is often left out of business- and industry-related conversations. Although the title indicates a regional focus, its contents include articles that address state, federal, and international issues of concern to eastern North Carolina specifically and the state in general. Moneywise topics are included, along with articles on education, population and economic trends, human resources, politics, management, and health. *Carolina Business* is normally divided into two sections with additional sections added as needed. The January 1992 issue, for example, included a third section which featured eastern North Carolina in review for 1991. The alphabetical listing of new businesses included in Section A is a definite plus, but a subject listing would be helpful. Each month a different North Carolina county is featured in "Community Focus," again, a plus for this publication and the county thus highlighted. The advertisements are plentiful as well they should be in a periodical whose primary objective is to promote eastern North Carolina as the place to be for business and industry. Section B, perhaps the periodical's strongest selling point, covers real estate and investment facts as well as newsworthy articles on consumerism. *Carolina Business* is a good source of information for student reports on North Carolina counties. Real estate entrepreneurs will not find a better information source. Community college libraries particularly will find this periodical helpful for small business centers clientele. *Carolina Business* is a must for academic, public, and school libraries.

### ***Carolina Business, Eastern North Carolina's Business to Business Journal***

(1985- ; Taylor Publications, Inc., P. O. Box 12006, New Bern, NC 28561; Telephone: (919) 633-5106; monthly; \$27).

\***La•gnia**ppé (lǎn-yǎp', lǎn' yǎp') n. An extra or unexpected gift or benefit. [Louisiana French]

### **Minorities and Women in Business**

(1984- ; ed. John D. Enoch; Venture X, Inc.,  
441 S.Spring St., Burlington, NC 27216;  
Telephone: (919) 229-1462; bimonthly; \$15).

*Minorities and Women in Business* is a timely North Carolina-based periodical. Fashioned after other slick-cover publications, it is trendy and chock-full of pertinent information. Its purpose is to give voice to a segment of the business population that might not otherwise be heard from. *Minorities and Women in Business* features articles under such headings as "Role Models," "Securities Market," "Increase Profits," "Death and Taxes," and "The Art of Persuasion." Also included are timely articles and commentaries on national and international topics of importance to all entrepreneurs, but especially minorities and women. *Minorities and Women in Business* is not a separatist periodical; its focus is broad while at the same time it addresses many issues that are sometimes unique to minorities and women entrepreneurs as well as issues that are often given less than adequate treatment in other business periodicals. *Minorities and Women in Business* is recommended for academic, public, and special libraries, especially those serving financial institutions.

### **Business: North Carolina**

(1981- ; ed. David Kinney; News and Observer  
Publishing Co., 5435 77 Center Dr., Ste. 50,  
Charlotte, NC 28217-0711;  
Telephone: (704) 523-6987; monthly; \$26;  
indexed in *Trade and Industry Index*;  
available online through DIALOG and BRS).

*Business North Carolina* is a monthly periodical whose title is very much indicative of its scope. It rates an "A" in timeliness and newsworthiness. The reader is introduced to the periodical by way of a folksy, but informative editor's column entitled "Up Front" which is followed by a full-page spread showing the economic trends of the state. These standard features are followed by the "Tar Heel Tattler" column, which is essentially a fact-based extension of the opinion-based "Up Front" column. Once the reader has been made to feel comfortable with this periodical, a series of interestingly written and informative articles is presented. Topping off all of these power-based articles are subtler, more personal features, including "Expense-Account Dining," which allows the reader to jet or drive around the state and sample cuisines from the sea to the mountains, and "People," which spotlights individuals and their business successes. *Business Carolina* is recommended for academic, public, and special libraries.

### **Triangle Business Journal**

(1985- ; ed. Dale Gibson; American City  
Business Journals, Inc., P. O. Box 95143,  
Raleigh, NC 27625; Telephone: (919) 878-0010;  
weekly; \$36; ISSN 0891-0022).

*Triangle Business Journal (TBJ)* (formerly: *Triangle Business*; publisher: Spectator Publications, Inc.) was sold in November 1991 to American City Business Journals (ACBJ), Inc., a publisher of some twenty-six weekly business newspapers. The original publication was designed as an information vehicle for business executives in Wake, Durham, and Orange counties, who are charged with making decisions that have a significant impact on the business environments in those counties in particular and in the state at large. The change in ownership did not affect the quality of this periodical. *TBJ* remains newsworthy and the various enhancements have made it second to none in its class. "Bottom Line," a financial summary of publicly held companies in the Triangle, is one such excellent addition. This column contains information useful to job seekers and anyone who wants to maintain an awareness of the business community. "TBJ Stock Watch" is a quick way for investors to keep abreast of the local stock trends without having to wade through those lengthy columns of stock quotes. *TBJ* could be viewed as a condensed version of the *Wall Street Journal* for North Carolina companies. Although much of the information found in *TBJ* is available in other sources — for example, the *New York Times* Sunday crossword puzzle was recently added — *TBJ* serves its intended clientele well. *TBJ* provides excellent reading for students in college business departments and is recommended for academic, public, and special libraries.

### **Business Leader, The Magazine for Decision Makers**

(1989- ; Business to Business, Inc., 4109 Wake  
Forest Road, Suite 103, Raleigh, NC 27609-6260;  
Telephone: (919) 872-7077; monthly; \$20 for  
one year, \$35 for two years; ISSN 1058- 6490).

If you want to know what's really going on in the Raleigh-Durham-Research Triangle Park business community, then you need to read *Business Leader, The Magazine for Decision Makers*. This slick-cover periodical focuses on the issues and trends of concern to small and medium-sized businesses located in this populous geographical area of North Carolina. The column "Personalities" provides insight into the lives of local entrepreneurs. "Business Network," the "what's happening" section, includes information that can be found elsewhere in other publications, but not in such an impressive and pleasing-to-the-eye format. The "Business Lunch" column introduces a personal touch by highlighting eating places in the Triangle area. Junior and senior high school students as well as college students who are interested in careers in business and industry should be reading *Business Leader* on a regular basis since it exposes them to infinite possibilities for employment. Despite its regional focus, *Business Leader* is an excellent tool for introducing the "future of America" to life in the world of work. *Business Leader* is recommended for academic, public, and school libraries.