

Growing A Business

General Works

19 Ways to Survive: Small Business

Strategies for a Tough Economy, by Lynn Spry. 2010.

The 33 Ruthless Rules of Local Advertising,

by Michael Corbett. 2008.

All A-Twitter: A Personal and Professional Guide to Social Networking with Twitter,

by Tee Morris. 2010.

Amazon Top Seller Secrets: Insider Tips From Amazon's Most Successful Sellers,

by Brad Schepp. 2009.

Book Yourself Solid: The Fastest, Easiest and Most Reliable System for Getting More Clients than You Can Handle Even if You Hate Marketing and Selling,

Michael Port. 2011.

Buy Me!: New Ways to Get Customers to Choose Your Products and Ignore the Rest,

by Michael Cohen. 2010.

Different: Escaping the Competitive Herd,

by Youngme Moon. 2010.

Get Growing: Keys To Unlocking the Potential of Your Small Business,

by David Wilton. 2009.

Get Rich Click!: The Ultimate Guide to Making Money on the Internet,

by Marc Ostrofsky. 2011.

The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases and Viral Marketing to Reach Buyers Directly,

by David Meerman Scott. 2011.

General Works (cont'd.)

Predictably Irrational: The Hidden Forces that Shape Our Decisions,

by Dan Ariely. 2009.

Pricing For Profit: How to Command Higher Prices For Your Products and Services,

by Dale Furtwengler. 2010.

Perfect Phrases for the Sales Call: Hundreds of Ready-to-Use Phrases for Persuading Customers to Buy Any Product or Service,

by Jeb Brooks. 2011.

The Relationship Edge: The Key to Strategic Influence and Selling Success,

by Jerry Acuff. 2009.

Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business,

by Lynda Resnick. 2011.

Women Want More: How to Capture Your Share of the World's Largest, Fastest-Growing Market,

by Michael J. Silverstein. 2009.

Business Magazines

Atlantic Business
Black Enterprise
Business Week
Canadian Business
Marketing
Nova Scotia Business Journal
Inc.
Profit

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Growing a Business *(continued)*

FINDING OUT MORE

In the online catalogue, use the terms **Marketing** or **Advertising** or **Sales** to locate materials on growing your business.

Researching Your Business Idea

MAGAZINE AND NEWSPAPER DATABASES

Trade magazines (industry specific magazines such as **Canadian Grocer**) and newspapers may provide such informative articles as market research reports, industry news and events, trend reports and trade show listings. Use these databases at our website to find articles <http://www.halifaxpubliclibraries.ca/research/startin-g-tools/databases-resources.html>

CPI.Q Canadian Periodicals

Estat (Statistics Canada)

General Reference Center

Proquest (Canadian Newsstand, Canadian Business and Current Affairs)

NewsScan (Atlantic Canadian Newspapers)

TRADE DIRECTORIES

Trade directories list basic contact information (address, telephone, fax) and brief data for suppliers, manufacturers and the service industry. Some directories are general, with no particular industry focus, while others may be very restricted in focus, either by geographic locale or by industry.

Many trade magazines such as **Marketing**, **Canadian Jeweller**, **Broadcaster**, **Gifts and Tableware**, and **Canadian Packaging** have annual buyers guides or directory issues.

TRADE DIRECTORIES (cont'd.)

Atlantic Provinces Business-To-Business Sales and Marketing Directory. Annual.

Canadian Key Business Directory. Annual.
Scott's Atlantic. Annual.

ASSOCIATIONS

Associations provide market research information, supplier directories, and newsletters or journals to keep you informed of the latest trends in the industry. They may also help locate potential clients through published membership directories.

Associations Canada. Annual.

Halifax Public Libraries Community Information Database. Available via the Internet at halifaxpubliclibraries.ca.

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