

Internet Marketing

- 658.84 SW3505 Sweeney, Susan
101 ways to promote your web site: filled with proven Internet marketing tips, tools, techniques and resources to increase your web site traffic
- 658.812 Z41E Zemke, Ron
E-service: 24 ways to keep your customers when the competition is just a click away
- 658.84 L79G Locke, Christopher
Gonzo marketing: winning through worst practices
- 658.05467 OC5B O'Connell, Brian
B2B.com: cashing-in on the business-to-business e-commerce bonanza
- 658.8 B812H Brown, Bruce Cameron
How to use the Internet to advertise, promote and market your business or Web site— with little or no money
- 658.84 N443L Newell, Frederick
Loyalty.com: customer relationship management in the new era of internet marketing
- 658.872 AN876U Antion, Tom
The ultimate guide to electronic marketing for small business: low-cost/high-return tools and techniques that really work

Marketing

- 658.8 M134C McConnell, Ben
Creating customer evangelists: how loyal customers become a volunteer sales force
- 658.8 M575C Meyer, Peter
Creating and dominating new markets
- 658.84 T169D Tapscott, Don
Digital capital: harnessing the power of business webs
- 659 L578G Levinson, Jay Conrad
Guerrilla publicity
- 658.848 IN821 Delphos, William A.
International marketing resource guide
- 658.8 H52M2 Hiam, Alexander
Marketing for dummies
- 658.8 M625R Mills, Harry
The rainmaker's toolkit: power strategies for finding, keeping, and growing profitable clients
- 658.8 C868S Cristol, Steven
Simplicity Marketing
- 658.8 B359W Beckwith, Harry
What clients love: a field guide to growing your business

Guide to Running a Small Business

A selection of the information about running small business that is available at the Racine Public Library.



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Accounting and Finance

- 658.1511 L95A Low, Robert J.
Accounting and finance for small business made easy: secrets you wish your CPA had told you
- 658 B73A2 Bragg, Steven M.
Accounting and finance for your small business
- 657 H251A Hart, Leita
Accounting demystified: a self-teaching guide
- 657 T674A Tracy, John
Accounting for dummies
- 657 EI83AE4 Eisen, Peter J.
Accounting the easy way
- 657.2 F614B Flannery, David A.
Bookkeeping made simple
- 657.0285 M851C8 Moscove, Stephen A.
Core concepts of accounting information systems
- 657.9042 M726F Mohr, Angie
Financial management 101: get a grip on your business numbers
- 658.1592 F191F2 Fallek, Max
Finding money for your small business
- 658.1592 T484H Timmons, Jeffry A.
How to raise capital : techniques and strategies for financing and valuing your small business
- 657.9042 IV32Q Ivens, Kathy
QuickBooks 2005: the official guide
- 658.32 SI86S Sitarz, Dan
Small business payroll system simplified

Computers

- 005.8 B728E Bradley, Tony
Essential computer security: everyone's guide to e-mail, internet, and wireless security
- 004.68 D444H6 Derfler, Frank J.
How networks work
- 004.6 L951N Lowe, Doug
Networking all-in-one desk reference for dummies
- 005.369 P429S Perry, Greg
Sams teach yourself Microsoft Office 2003 in 24 hours
- 004.68 M862S Moulton, Pete
SOHO networking: a guide to installing a small office/home-office network
- EBOOK Sharma, Chetan
Wireless internet enterprise applications

Handbooks

- 658.022 L727S Little, Steven S.
The 7 irrefutable rules of small business growth
- 658.022 G716C Gottry, Steven R.
Common sense business: starting, operating, and growing your small business—in any economy
- 658.022 T327E Thaler, John
The elements of small business: a lay person's guide to the financial terms, marketing concepts and legal forms that every entrepreneur needs
- 658.022 C839E Cohen, William A.
The entrepreneur and small business problem solver
- 346.7307 J312L2 Jasper, Margaret C.
Law for the small business owner
- 346.7306 L522 2005 Steingold, Fred
The legal guide for starting & running a small business
- 638 SM181 AIG Small Business
Small business guide to risk management: a complete guide for business decision makers
- 658.022 H248S2 Harroch, Richard D.
Small business kit for dummies
- 658.02 K383S Kennedy, Joe,
The small business owner's manual: everything you need to know to start up and run your business
- 658.022 EN62S Ennico, Clifford R.
The small business survival guide
- 658.4 AL149T Albion, Mark S.
True to yourself: leading a values-based business