



---

---

BUSINESS LINK COLLECTION

---

---

# Get the Word Out

**Advertising and Web Presence  
for Small Businesses**

“Big companies are small companies that succeeded”  
– Robert Townsend

*Advertising Age: Leading National Advertisers*  
(periodical)

Bangs, David A.

*The Market Planning Guide: Creating a Plan to Successfully  
Market Your Business, Product or Service*  
(Q658.8 Ban)

Berke, Conrad

*Entrepreneur Magazine: Successful Advertising for Small Businesses*  
(659.1 Ber)

Bond, William

*Home-Based Catalog Marketing: A Success Guide for Entrepreneurs*  
(658.84 Bon)

Borden, Kay

*Bulletproof News Releases: Practical, No-Holds-Barred Advice  
for Small Business From 135 American Editors*  
(Q659.1 Bor)

Breakenridge, Deirdre

*The New PR Toolkit: Strategies for Successful Media Relations*  
(659.2 Bre)

*Bringing Graphic Design in House: How & When to Design  
It Yourself: Logos, Letterhead, Business Cards, Brochures,  
Newsletters, Websites*  
(Q741.6068 Bri)

Bronson, Howard F.

*The Best Darned Book on Marketing: Latest and Greatest  
Breakthrough Methods for Turning Your Best Ideas Into a  
Profitable Business*  
(658.421 Bro)

*Great Idea! Now What?*

(658.022 Bro)

Cheverton, Peter

*Key Marketing Skills: Strategies, Tools and Techniques for Marketing Success*  
(658.8 Che)

*Cluetrain Manifesto: The End of Business as Usual*  
(658.054 Clu)

Cohan, Peter S.

*E-Profit: High Payoff Strategies for Capturing the E-commerce Edge*  
(658.4038 Coh)

Cohen, William A.

*The Entrepreneur and Small Business Marketing Problem Solver*  
(658.8 Coh)

Cunningham, Michael J.

*B2B: How to Build a Profitable E-commerce Strategy*  
(658.4038 Cun)

*Direct Marketing Market Place*  
(Business Ref 659.133 Dir)

*Doing Business on the Internet: Opportunities and Pitfalls*  
(Business Ref 658.0546 Doi)

D'Vari, Marisa

*Building Buzz: How to Reach and Impress Your Target Audience*  
(659.111 Dva)

Edwards, Paul

*Getting Business to Come to You: A Complete Do-It-Yourself Guide to Attracting All the Business You Can Enjoy*  
(658.8 Edw)

*Editor and Publisher Market Guide*

(Business Ref 070 Edi)

Fletcher, Tana  
*Getting Publicity*  
(659 Fle)

Floyd, Elaine  
*Marketing with Newsletters: How to Boost Sales, Add Members  
and Raise Funds with a Print, Fax, E-mail, Website or  
Postcard Newsletter*  
(070.175 Flo)

Foster, John  
*Effective Writing Skills for Public Relations*  
(808.066 Fos)

Frigstad, David B.  
*Know Your Market: How to Do Low-Cost Market Research*  
(Q658.83 Fri)

Gale, Bradley T.  
*Managing Customer Value: Creating Quality and Service That  
Customers Can See*  
(658.812 Gal)

Gerson, Richard F.  
*Writing and Implementing a Marketing Plan*  
(658.802 Ger)

Gielgun, Ron E.  
*1 Business, 2 Approaches: How to Succeed in Internet Business By  
Employing Real-World Strategies*  
(004.678 Gie)

Green, Chuck  
*Newsletters*  
(Q070.172 Gre)

Hahn, Fred E.  
*Do-It-Yourself Advertising and Promotion: How to Produce Great  
Ads, Brochures, Catalogs, Direct Mail, Websites and More!*  
(659.1 Hah)

Harris, Godfrey

*Talk is Cheap: Promoting Your Business Through Word of Mouth Advertising*  
(658.812 Har)

Heartfield, John

*Make Your Small Business Website Work: Easy Answers to Content, Navigation and Design*  
(Q658.872 Hea)

Hellman, Karl

*The Customer Learning Curve: Creating Profits From Marketing Chaos*  
(658.8342 Hel)

Hiam, Alexander

*Marketing for Dummies*  
(658.8 Hia)

Hill, Dick

*How to Organize, Create and Produce Advertising that Sells: Today's "Magic Bullet" for Any Business that Needs to Advertise*  
(659.11 Hil)

Kimball, Bob

*Selling in the New World of Business*  
(658.85 Kim)

Kobliski, Kathy J.

*Advertising Without an Agency Made Easy*  
(659.1 Kob)

Kohl, Susan

*Getting Attention: Leading Edge Lessons for Publicity and Marketing*  
(658.8 Koh)

Kyle, Bobette

*How Much for Just the Spider?: Strategic Website Marketing for Small-Budget Businesses*  
(658.4038 Kyl)

Langer, Maria  
*Putting Your Small Business on the Web*  
(004.67 Lan)

Lesly, Philip  
*Lesly's Handbook of Public Relations and Communications*  
(Business Ref 659.2 Les)

Levine, Michael  
*Guerrilla P.R.: How You Can Wage an Effective Publicity Campaign Without Going Broke*  
(659 Lev)

Levinson, Jay Conrad  
*Guerrilla Advertising: Cost-Effective Techniques for Small Business Success*  
(659.1 Lev)

*Guerrilla Marketing for Free: 100 No-Cost Tactics to Promote Your Business and Energize Your Profits*  
(658.8 Lev)

*Guerrilla Marketing for the Home-Based Business*  
(658.8 Lev)

*Guerrilla Marketing Handbook*  
(658.8 Lev)

*Guerrilla Marketing Weapons: 100 Affordable Marketing Methods for Maximizing Profits From Your Small Business*  
(658.8 Lev)

McIntyre, Catherine V.  
*Writing Effective News Releases: How to Get Free Publicity for Yourself, Your Business or Your Organization*  
(Q659.2 Mcl)

Marconi, Joe  
*Public Relations: The Complete Guide*  
(659.2 Mar)

*Marketing Research the Right Way*  
(Q658.83 Mar)

*Marketing: Winning Customers With a "Workable" Plan*  
(VHS 658.8 Mar)

Norman, Jan  
*What No One Ever Tells You About Marketing Your Own Business:  
Real-Life Advice From 101 Successful Entrepreneurs*  
(658.8 Nor)

Nunes, Paul  
*Mass Affluence: Seven New Rules of Marketing to Today's Consumer*  
(658.8 Nun)

Nykiel, Ronald A.  
*Marketing Your Business: A Guide to Developing a Strategic  
Marketing Plan*  
(658.802 Nyk)

Ott, Richard  
*Creating Demand: Powerful Tips and Tactics for Marketing Your  
Product or Service*  
(658.8 Ott)

Phillips, Michael  
*Marketing Without Advertising*  
(658.8 Phi)

*Photographer's Market: Where and How to Sell Your Photographs*  
(Business Ref 770.68 Pho)

Pinson, Linda  
*Target Marketing for the Small Business: Researching, Reaching  
and Retaining Your Target Market*  
(Q658.8 Pin)

Popcorn, Faith  
*EVEolution: The Eight Truths of Marketing to Women*  
(658.834 Pop)

Powers, Mike  
*How to Start a Business Website*  
(658.022 Pow)

*Promotion: Solving the Puzzle*  
(VHS 659 Pro)

*Rand McNally Commercial Atlas and Marketing Guide*  
(R912.133 Ran)

Ries, Al  
*The 11 Immutable Laws of Internet Branding*  
(658.84 Rie)

Ross, Marilyn Heimberg  
*Big Ideas for Small Service Businesses: How to Successfully  
Advertise, Publicize and Maximize Your Business or Professional  
Practice*  
(658.802 Ros)

*Sales and Marketing Management*  
(Periodical)

Schenck, Barbara Findlay  
*Small Business Marketing for Dummies*  
(658.8 Sch)

Scott, Gini Graham  
*Get Rich Through Multi-Level Selling*  
(658.84 Sco)

Smith, Jeanette  
*The Advertising Kit: A Complete Guide for Small Businesses*  
(659.1 Smi)

*Sports Marketplace*  
(R796.0294 Spo)

*Standard Directory of Advertising Agencies*  
(R659.1025 Sta)

Stephenson, James

*Entrepreneur Magazine's Ultimate Small Business Marketing Guide: 1500 Great Marketing Tricks That Will Drive Your Business Through the Roof!*

(Q658.8 Ste)

Sterne, Jim

*What Makes People Click: Advertising on the Web*

(658.84 Ste)

Street, Rita

*Creative Newsletters and Annual Reports: Designing Information*

(Q686.225 Str)

Taylor, Ian

*MediaSpeak: Strategy, Sound-Bites, Spin: The Plain-talking Guide to Issues, Reputation and Message Management*

(659.2 Tay)

Timm, Paul R.

*50 Ways to Win New Customers*

(658.8 Tim)

Walker, Michael C.

*Marketing to Seniors: Learn to Profit as This Market Soars*

(658.834 Wal)

Watson, Tom

*Evaluating Public Relations: A Best Practice Guide to Public Relations Planning, Research and Evaluation*

(659.2 Wat)

Weinstein, Art

*Handbook of Market Segmentation: Strategic Targeting for Business and Technology Firms*

(658.802 Wei)

Westwood, John

*The Marketing Plan Workbook*

(658.802 Wes)

Yale, David R.

*The Publicity Handbook: The Inside Scoop From More Than 100 Journalists and PR Pros on How to Get Great Publicity Coverage: In Print, Online and On the Air*

(659.2 Yal)

Yaverbaum, Eric

*Public Relations Kit for Dummies*

(659.2 Yav)

Yubas, Matthew

*Product Idea to Product Success: A Complete Step-by-Step Guide to Making Money From Your Idea*

(658.5752 Yub)

Yudkin, Marcia

*6 Steps to Free Publicity*

(659 Yud)

Zagula, John

*The Marketing Playbook: Five Battle-Tested Plays for Capturing and Keeping the Lead in Any Market*

(658.802 Zag)



## Half Hollow Hills Community Library

Dix Hills Building  
55 Vanderbilt Parkway  
Dix Hills, NY 11746  
(631) 421-4530

Melville Building  
510 Sweet Hollow Road  
Melville, NY 11747  
(631) 421-4535

<http://hhhl.suffolk.lib.ny.us>

Compiled by  
Rosemarie Jerome  
Reference Department  
July 2005

All listed titles are the most current  
available at the time of printing.