

A Selection of Resources @ VPL

Not all information needed for business is available on the Internet, and not all of what is available is free. Many of the best information sources are still in print or are subscription based.

VPL has an excellent collection of print and electronic resources for business and industry ranging from “How to” guides and standard trade directories through to statistical data for market research, authoritative legal guides, and government documentation.

All branches of VPL include business information in their library and an increasing range of resources are also accessible through VPL’s Web site:

<http://www.vaughanpl.info/business-access/business.php>

However, the prime location for business and industry information is the Pierre Berton Resource Library. Reference staff there are pleased to receive inquiries from the business community by phone, fax, e-mail, or in person.

For more information, please contact the Business Services Librarian at:

Pierre Berton Resource Library
4921 Rutherford Road
Vaughan, Ontario
L4L 1A6

Telephone: (905) 653-READ ext. 4303
Fax:: (905) 856-5902
E-Mail: <http://www.vaughanpl.info/services/ask.php>

Market Research

Achieving planned innovation: a proven system for creating successful new products and services

658.575 Bac

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AMA complete guide to marketing research for small business

658.83 Edm

PB

Competitor targeting: winning the battle for market and customer share

658.83 Gor

PB

Handbook of International Market Research Techniques

REF 658.83 Han

BC

International Business Information: How to Find It, How to Use It

016.33 PAG 1999

PB

Market Research Handbook

REF 658.83971 Sta

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Marketing research: text and cases

658.83 Wre

BC

Marketing research that won't break the bank: a practical guide to getting the information you need

658.83 And

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The myth of excellence: why great companies never try to be the best at everything

658.834 Cra

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The naked consumer: how our private lives become public commodities

658.834 Lar

AN, WO

Strategic marketing planning

658.8 Str
PB

Internet Marketing

101 ways to promote your web site: filled with proven Internet marketing tips, tolls, techniques, and resources to increase your web site traffic

658.84 Swe 2002
BC, DC, AN, PB

Business to business Internet marketing: seven proven strategies for increasing profits through Internet direct marketing

658.84 Sil 2002
PB

Deal engines: the science of auctions, stock markets and e-markets

381.1 Hal
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The future consumer.com: the webolution of shopping to 2010

658.8342 Fea
BC, DC, AN, WO

Internet marketing for less than \$500/year: how to attract customers and clients online without spending a fortune

658.84 Yud 2002
BC, PB

Internet marketing intelligence: research tools, techniques, and resources

658.8302854678 For
PB

Internet marketing: readings and online resources

658.84 Int
BC

Low-budget online marketing for small business

658.84 Ber
BC, DC, AN, KL, MA, WO

Marketing on the Internet seven steps to building the Internet into your business

658.84 Zim 2003
PB

Marketing with e-mail: a spam-free guide to increasing sales, building loyalty, and increasing awareness

658.84 Kin 2002
MA, WO

The online copywriter's handbook: everything you need to know to write electronic copy that sells

659.102854678 Bly
PB

The purple book: the definitive guide to exceptional online shopping

381 Pur 2005
BC, DC, AN, WO, PB

Selling online: Canada's best selling guide to becoming a successful e-commerce merchant

658.84 Car 2002
BC, AN

Winning clients in a wired world: seven strategies for growing your business using technology and the web

658.872 Gre
PB

World Wide Web marketing: integrating the web into your marketing strategy

658.84 Ste 2001
BC

Customer Service

Anytime, anywhere: how the best bricks-and-clicks businesses deliver seamless service to their customers

658.812 Spe
PB

Beans: four principles for running a business in good times or bad: a business fable taken from real life

658.022 Yer
BC, PB

The buzz: 50 little things that make a big difference to delivering world-class customer service

658.812 Fre
PB

Customers for life: how to turn that onetime buyer into a lifetime customer

658.812 Sew
PB

Fish! Tales: real-life stories to help you transform your workplace and your life

658.314 Lun
BC, AN

From selling to serving: the essence of client creation

658.812 Cas
PB

Good service is good business: 7 simple strategies for success

658.8 Dev
PB

Managing customer value: creating quality and service that customers can see

658.812 Gal
PB

Positively outrageous service: how to delight and astound your customers and win them in life

658.812 Gro 2004
PB

Service magic: the art of amazing your customers

658.812 Zem
BC

Seven power strategies for building customer loyalty

658.812 Tim
AN

Ten deadly marketing sins: signs and solutions

658.8 Kot
PB

Consumer Behaviour

Advertising and the mind of the consumer: what works, what doesn't, and why

659.1019 Sut 2000
BC, DC, MA

Being the shopper: understanding the buyer's choice

658.8 Lem
BC

Beyond listening: learning the secret language of focus groups

658.83 Goe
BC

Consumer behavior and culture: consequences for global marketing and advertising

658.8342 Moo
BC

Consuming behaviour

339.47 Des
BC

How customers think: essential insights into the mind of the market

658.8342 Zal
BC

The next economy: will you know where your customers are?

658.8 Ett
PB

Priceless: turning ordinary products into extraordinary experiences

658.5752 LaS
PB

Understanding the consumer

658.834 Szm
BC

Why people buy things they don't need: understanding and predicting consumer behaviour

658.8342 Dan
PB

Importing & Exporting

A basic guide to importing

343.0877 Bas 1995
PB

Export/ import procedures and documentation

658.848 Joh 2002

PB

The export market imperative

658.84 Czi

PB

Exporting from Canada

658.848 Kau

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Global account management: creating value

658.848 Hen

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How to prepare and process export and import documents: a fully illustrated guide

343.087805 How

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I.E. Canada: membership directory

382.02571 Can

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Import competition and market power: Canadian evidence

382.5071 Tho

BC

International business law: environments and transactions

343.087 Wil

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Start your own import/export business: your step-by-step guide to success

658.84 Ada

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Step-by-step guide to exporting: a Team Canada Inc publication

REF658.84 Ste

BC

Take your business global: how to develop international markets

658.84 Kau

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Web Sites

Free Internet access is available in all branches of VPL. An extensive list of business related and government web sites may be found through VPL's web sites at :

<http://www.vaughanpl.com/businessaccess/businesslinks.php>