

Where
do I Start?



Marketing

Establishing or growing your business? Marketing is essential to your success. You'll need to ask major questions like:

- Who needs my product or service?
- How will I reach these target customers?
- What makes my product or service special in the marketplace and how can I express this uniqueness/difference to prospective customers?

Let these City of Mesa Library materials help you define and reach your market. They include strategies for developing a marketing plan and low-cost marketing methods. These books are just a sample; find more by browsing in Dewey sections 658.8 and 658.802.

(Remember, marketing is different from advertising, although familiarity with these materials and concepts is critical before you advertise.)

Further resources: For tools to help in marketing your business including media directories, see the City of Mesa Library "Leads at the Library" list.

For advice on marketing research methods, see the City of Mesa Library "Business Plans: Where Do I Start?" list.

Location Key:

MN = Main Branch

DR = Dobson Ranch Branch

RM = Red Mountain Branch

REF = In-house use only reference material

E-book = Downloadable e-book available through Greater Phoenix Digital Library

The Marketing Plan

Dewey Number for Business Plans: 658.4012

Use the following items and others for step-by-step instructions on How to Write a Marketing Plan. John Westwood. 2006. E-book.

MAP Move Ahead Plan: A Complete Business Plan Kit with Marketing and Advertising Plans, Downloadable Templates, and More – to Advance Your Business. Diana Barnum. DR 658.4012 B267M 2006

Marketing Your Business: A Guide to Developing a Strategic Marketing Plan. Ronald A. Nykiel. MN 658.802 N988M 2003

The Market Planning Guide: Creating a Plan to Successfully Market Your Business, Product, or Service. David H. Bangs, Jr. MN, RM 658.802 B225M 2002

The Marketing Plan. William A. Cohen. MN, DR, RM 658.802 C66M 2005

The Marketing Plan: How to Prepare and Implement It. William M. Luther. MN 658.802 L977M 2001

The Marketing Strategy Desktop Guide. Norton Paley. MN, RM 658.802 P175M 2007

Powerhouse Marketing Plans: 14 Outstanding Real-Live Plans And What You Can Learn from Them to Supercharge Your Own Campaigns. John Winslow. MN, DR, RM 658.8101 J639P 2004

The Procrastinator's Guide to Marketing: (Or, How to Get Off Your Butt and Develop Your Marketing Plan!). Mary Eule Scarborough. MN, DR, RM 658.8 SCA72P 2008

Real Business Plans and Marketing Tools, Including Samples to Use in Starting, Growing, Marketing, Growing, and Selling Your Business. Anne McKinney. MN 658.4012 M215R 2003

The Successful Marketing Plan: A Disciplined and Comprehensive Approach. Roman G. Heibing, Scott W. Cooper. MN, DR, RM 658.802 H531S 2003

The Ultimate Marketing Plan: Find Your Most Promotable Competitive Edge, Turn it into a Powerful Marketing Message, and Deliver it to the Right Prospects. Daniel Kennedy. MN 658.802 K381U 2000

The Ultimate Small Business Marketing Toolkit: All the Tips, Forms, and Strategies You'll Ever Need. Beth Goldstein. 2007. E-book.

General Books

According to Kotler: The World's Foremost Authority on Marketing Answers Your Questions. Philip Kotler. MN 658.8 K848A 2005

Dreamweaving: The Secret to Overwhelming Your Business Competition. Michael Chandler. MN 658.8 C361D 2003

Bang!: Getting Your Message Heard in a Noisy World. Linda Kaplan Thaler, Robin Koval, Delia Marshall. MN 659.113 K141B 2003

The Complete Idiot's Guide to Marketing. Sarah White. MN, DR 658.8 W585C 2003

Creating and Dominating New Markets. Peter Meyer. MN 658.8 M575C 2002

Entrepreneur Magazine's Knock-Out Marketing: Powerful Strategies to Punch Up Your Sales. Jack Ferreri. MN 658.8 F414E 1999

Free Prize Inside: The Next Big Marketing Idea. Seth Godin. MN, DR, RM 658.8 G544F 2004

Get Clients Now!: A 28-Day Marketing Program for Professionals, Consultants, and Coaches. C.J. Hayden. 658.8 H324G 2007

Guerrilla Marketing for Dummies. Jonathon Margolis. MN, DR, RM 658.8 M336G 2008

Guerrilla Marketing in 30 Days. Jay Conrad Levinson and Al Lautenslager. MN 658.8 L578GM 2005, Audio CD MN, RM 658.8 L578GMA 2005

How to Become a Marketing Superstar: Unexpected Rules That Ring the Cash Register. Jeffrey J. Fox. MN 658.8 F832HB 2003 and E-book.

Ice to the Eskimos: How to Market a Product Nobody Wants. Jon Spoelstra. 2007. E-book.

Jay and Jeannie Levinson's Start-up Guide to Guerrilla Marketing: A Simple Battle Plan for First-Time Marketers. Jay and Jeannie Levinson. MN, DR, RM 658.8 L578J 2008

Marketing for the Home-Based Business. Jeff Davidson. MN 658.041 D283M 1999

Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know. Philip Kotler. MN 658.8 K848I 2003

Marketing Kit for Dummies. Alexander Hiam. MN, DR, RM 658.8 H52MA 2009

Marketing Your Product. Donald Cyr and Douglas Gray. MN 658.8 C993M 2003

Marketing Your Service. Jean Withers and Carol Vipperman. MN 658.8 W776M 2003

Marketing Your Services: For People Who Hate to Sell. Rick Crandall. MN, DR 658.8 C85M 2003

Marketing Without Advertising. Michael Phillips, Salli Rasperry. MN 658.8 M341M 2008 (6th Edition) and E-book (E-book is 5th Edition)

Meaningful Marketing. Doug Hall, Jeffrey Stamp. MN 658.8 H141M 2003

Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business. Lynda Resnick, Francis Wilkinson. MN, DR, RM 658.8 R312R 2009

Sun Tzu Strategies for Marketing; 12 Essential Principles for Winning the War for Customers. Gerald A. Michaelson. MN 658.8 M582S 2004

Ten Deadly Marketing Sins: Signs and Solutions. Philip Kotler. MN 658.8 K848T 2004

Tips and Traps for Marketing Your Business. Scott Cooper, Fritz Grutzner, and Birk Cooper. 2008. E-book.

Your Marketing Sucks. Mark Stevens. MN 658.8 ST47Y 2003, AUDIO CD MN 658.8 ST47YA 2003

Tips and Low-Cost Marketing

101 Ways to Market Your Business. Andrew Griffiths. MN 658.022 G875M 2000

1,001 Ways to Market Yourself and Your Small Business. Lisa Shaw. MN 658.8 SH27W 1997

Big Business Marketing for Small Business Budgets. Jeanette Maw McMurtry. MN 658.8 M229B 2003

Entrepreneur Magazine's Ultimate Small Business Marketing Guide: 1500 Great Marketing Tricks That Will Drive Your Business through the Roof. James Stephenson. DR, RM 658.8 ST45E 2007

Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business. Jay Conrad Levinson. MN, DR, RM 658.5 L578H 2007

Guerrilla Marketing for Free: Dozens of No-Cost Tactics to Promote Your Business and Energize Your Profits. Jay Conrad Levinson. MN 658.8 L578F 2003

Guerrilla Publicity: Hundreds of Sure-Fire Tactics to Get Maximum Sales for Minimum Dollars. Jay Conrad Levinson, Rick Frishman, Jill Lublin, Mark Steisel. MN, RM 659 L578G 2002

Marketing and PR on a Shoestring: Getting Customers and Keeping Them – Without Breaking the Bank. Phillip R. Holden, Nick Wilde. 2007. E-book.

Marketing to Win More Business. Pauline Rowson. 2007. E-book.

Marketing Warfare (20th Anniversary Edition). Al Reis, Jack Trout. MN, RM 658.8 R445M 2006

Send 'Em One White Sock: And 66 Other Outrageously Simple (Yet Proven) Ideas for Building Your Business or Brand. Stan Rapp, Thomas L. Collins. MN 658.8 R182S 1998

Shameless Marketing for Brazen Hussies: 307 Awesome Marketing Strategies for Savvy Entrepreneurs. Marilyn Ross. MN 658.8 R733S 2000

Streetwise Low Cost Marketing. Mark Landsbaum. MN, DR 658.8 L239S 2004

Niche Marketing to Special Populations

Ageless Marketing: Strategies for Reaching the Hearts and Minds of the New Customer Majority. David B. Wolfe. MN 658.8348 W832A 2003

Boom: Marketing to the Ultimate Power Consumer – The Baby Boomer Woman. Mary Brown and Carol Orsborn. MN 658.834082 B814B 2006

Chasing Cool: Standing Out in Today's Cluttered Marketplace. Noah Kerner, Gene Pressman. MN, RM 658.8 K459C 2007

Don't Think Pink: What Really Makes Women Buy--And How to Increase Your Share of This Crucial Market. Lisa Johnson, Andrea Learned. MN, RM 658.834082 J634D 2004

Latino Boom!: Everything You Need to Know to Grow Your Business in the U.S. Hispanic Market. Chiqui Cartagena. MN, DR, RM 658.8340896 C24L 2005

Marketing to Moms: Getting Your Share of the Trillion-Dollar Market. Maria T. Bailey. MN 658.834082 B153M 2002

Marketing to the Campus Crowd: Everything You Need to Know to Capture the \$200 Billion College Market. David A. Morrison. MN, RM 658.8340842 M834M 2004

Marketing to Women: How to Increase Your Share of the World's Largest Market. Marti Barletta. MN 658.834082 B249M 2006

Marketing to Women: How to Understand, Reach, and Increase Your Share of the World's Largest Market Segment. Martha Barletta. MN 658.834082 B249M 2003

The Power of Business in Español: 7 Fundamental Keys to Unlocking the Potential of the Spanish-Language Hispanic Market. José Cancela. MN, RM 658.8340896 C16P 2007

The She Spot: Why Women Are the Market for Changing the World - And How to Reach Them. Lisa Witter, Lisa Chen. MN 658.834082 W784S 2008

Trillion Dollar Moms: Marketing to a New Generation of Mothers. Maria T. Bailey, Bonnie W. Ulman MN 658.834082 B153T 2005

Turning Silver Into Gold: How to Profit in the New Boomer Marketplace. Mary Furlong. MN 658.8340846 F979T 2007

Specific Methods of Marketing

The Anatomy of Buzz: How to Create Word-of-Mouth Marketing. Emanuel Rosen. MN 658.8 R722A 2000

Beyond Buzz: The Next Generation of Word of Mouth Marketing. Lois Kelly. MN 658.8 K297B 2007

Buzzmarketing: Get People to Talk About Your Stuff. Mark Hughes. MN, RM 659.133 H874B 2005

Cause Marketing: Build Your Image and Bottom Line Through Socially Responsible Partnerships, Programs, and Events. Joe Marconi. MN 658.8 M333CA 2002

Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force. Ben McConnell, Jackie Huba. MN 658.812 M134C 2003

Credibility Marketing: Build Your Business by Becoming a Recognized Expert (Without Investing a Lot of Time or Money). Larry Chambers. MN 658.8 C355C 2002

Here's My Card: How to Network Using Your Business Card to Actually Create More Business. Bob Popyk. MN 659.133 P819H 2000

Marketing with Speeches and Seminars: Your Key to More Clients and Referrals. Miriam Otte. MN 658.8 OT8M 1998

Marketing with Newsletters: How to Boost Sales, Add Members & Raise Funds with a Print, Fax, E-mail, Web-site or Postcard Newsletter. Elaine Floyd. MN, DR 070.175 F669M 2002

The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasts, Viral Marketing, and Online Media to Reach Buyers Directly. David Meerman Scott. MN, DR, RM 658.84 SCO8N 2007

The One to One Fieldbook: the Complete Toolkit for Implementing a 1 to 1 Marketing Program. Don Peppers, Martha Rogers, Bob Dorf. MN 658.812 P396F 1999

Podcasting for Profit: A Proven 7-Step Plan To Help Individuals and Businesses Generate Income Through Audio and Video Podcasting. Leesa Barnes. 2008. E-book.

The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales through Runaway Word of Mouth. George Silverman. MN 658.8 SI39S 2001

Online Marketing

Ebay Quicksteps. John Cronan, Carole Matthews. MN, DR, RM 658.91 EB17CJ 2008

E-mail Marketing for Dummies. John Arnold. MN, DR, RM 658.872 AR64E 2008

E-Riches 2.0: Next-Generation Marketing Strategies for Making Millions. Scott Fox. MN, DR, RM 2009

Guerrilla Marketing on the Internet: The Definitive Guide from the Father of Guerrilla Marketing. Jay Conrad Levinson, Mitch Meyerson, Mary Eule Scarborough. MN, DR, RM 658.872 L578G 2008.

Internet Marketing. Barbara G. Cox and William Koelzer. MN 658.84 C839I 2004

Internet Marketing for Dummies. Frank Catalano and Bud Smith. DR 658.84 C28I 2001

Internet Marketing in Real Estate. Barbara G. Cox. MN 658.8 K848T 2004

Low-Budget Online Marketing for Small Business. Holly Berkley. MN, DR, RM 658.84 B455L 2005

Marketing on the Internet: Seven Steps to Building the Internet into Your Business. Jan Zimmerman. MN, RM 658.84 Z65M 2003

Marketing to the Social Web: How Digital Customer Communities Build Your Business. Larry Weber. MN, DR, RM 658.872 W388M 2007

Mastering Online Marketing. Mitch Meyerson. MN, DR, RM 658.84 M576M 2008

Web Marketing for Dummies. Jan Zimmerman. MN, DR, RM 658.872 Z656W 2009 and E-book

www. advertising: Advertising and Marketing on the World Wide Web. Richard Adams. MN 659.144 AD19W 2003

Reference

Dictionary of Marketing Terms. Jane Imber, Betsy-Ann Toffler. MN REF, RM REF 658.8003 IM18D 2000

The Blackwell Encyclopedic Dictionary of Marketing.
Edited by Barbara R. Lewis and Dale Littler. MN 658.8003
B568B 1999

Research Alert Yearbook. MN REF 658.835 R311R (selected years)

Databases

See our library webpage for access to business databases to which the library subscribes. With your City of Mesa Library card and PIN number, you can view business directories, business and industry trade journals, business newspapers, and other publications using these databases. The databases have international coverage and include full-text articles and/or abstracts & citations. Find these databases in the "Business" category on our database menu.

Websites

All URLs are current as of June 3, 2009. URLs and site availability are subject to change. City of Mesa Library does not endorse individual products or services and takes no responsibility for claims made by site creators or sponsors. The following sites are included for their useful content found on the date reviewed.

American Marketing Association
<http://www.marketingpower.com/>
Includes tools, articles, and a marketing dictionary.

Direct Marketing Association
<http://www.the-dma.org/>
Organization for those involved in direct, database, and interactive marketing.

Business Marketing Association
<http://www.marketing.org/>
Professional association for B-to-B marketers.

SBA Marketing Basics
[http://www.sba.gov/smallbusinessplanner/manage/marketandp
rice/index.html](http://www.sba.gov/smallbusinessplanner/manage/marketandp
rice/index.html)
Part of the Small Business Administration's "Starting Your Business" online tutorial.

See our Business Resources page at mesalibrary.org for more great resources!

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