

Research Guides



MARKETING

ADULT NONFICTION – 3RD FLOOR

Perennial Seller: The Art of Making and Marketing Work That Lasts – 381.1 Hol

How can we create and market creative works that achieve longevity? Holiday explores this mystery by drawing on his extensive experience working with businesses and creators such as Google, American Apparel, and the author John Grisham, as well as his interviews with the minds behind some of the greatest perennial sellers of our time.

Free Marketing: 101 Low and No-Cost Ways to Grow Your Business, Online & Off – 658.4 Coc

Free Marketing takes us through all these online tips and tricks and explains how best to promote our businesses. However, the book goes beyond the obvious, it covers so much more than the online tricks you'd expect.

Contagious: Why Things Catch On – 658.8 Ber

Explains why some products and ideas go “viral,” citing the roles of word-of-mouth promotion and the Internet.

This Is Marketing – 658.8 God

Learn how to identify the smallest viable audience. Build trust and permission with your market. Adopt the narratives your fans already use. Find the guts to create and release tension. And most of all, give people the tools and stories they can use to achieve their goals.

Everything I Know About Marketing I Learned From Google – 658.8 Gol

Presents 20 sophisticated marketing techniques that take readers well beyond simply advertising with Google.

Guerrilla Marketing: Easy and Inexpensive Strategies For Making Big Profits... - 658.8 Lev

Strategies for marketing on the Internet (explaining when and precisely how to use it). Tips for using new technology, such as podcasting and automated marketing. Programs for targeting prospects and cultivating repeat and referral business. Management lessons in the age of telecommuting and freelance employees.

How to Kill a Unicorn: How the World's Hottest Innovation Company Brings... - 658.4 Pay

The president of innovation consultancy firm Fahrenheit 212 describes the company's methodology for combining "magic" with money to bring to market unique products and ideas that will transform a company's business and growth.

FINDING BOOKS AND OTHER LIBRARY MATERIALS

Dewey Decimal browsing numbers: 658.8

In addition to reference books, you may want to search for other books and materials (videos, audiobooks, etc.) on your topic. You can access the Library catalog from the Library or from home by going to www.wtpl.org. A good subject search is **marketing**.

EBOOKS

Visit **EBSCOhost** (www.wtpl.org/research) or <https://wtpl.overdrive.com> to search the thousands of eBooks the Library has to offer. Library card required. Contact an Adult Services Librarian for additional details.

ARTICLES

The following sources can be used to find magazine articles dealing with your topic:

- **EBSCOhost and General OneFile** - Access from the Library or at home using your library card number at www.wtpl.org. Search for full-text articles in these online databases using your choice of keywords. You can limit the search to a certain year or even a certain magazine.

WEB SITES

Behance: See branding from all over the world on this website to gain inspiration.
www.behance.net

Advertising Age: Looks through different advertising campaigns with many interesting ideas on marketing.
www.adage.com

Copyblogger: Articles with helpful tips and hints for copywriting. Tons of articles to help enhance copywriting skills.
www.copyblogger.com

The Inspiration Blog: Great articles for anyone interested in marketing. They cover things like design, Power Point, logos, and so much more.
www.theinspirationblog.net/

Marketing Eye: A blog that features so many helpful articles for different marketing ideas, situations, pricing, budgets, and much more.
www.marketingeye.com/blog