

## EMARKETING

381.177 H711E

**eBay PowerUser's Bible**  
Greg Holden (2007)

658.041 L565S

**Search Engine Marketing, Inc.:  
Driving Search Traffic to Your  
Company's Web Site**  
Mark Moran (2006)

658.872 B146E

**Email Marketing by the Numbers**  
Chris Baggott (2007)

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**Affiliate Millions: Make a Fortune  
Using Search Marketing on  
Google and Beyond**  
Anthony Borelli (2007)

658.872 D541W

**Web Marketing for Small  
Business**  
Stephanie Diamond (2008)

658.872 R293I

**The Inquisitive Explorer's  
Internet Marketing Primer**  
Michael J. Renner (2008)

658.872 SCO832N

**The New Rules of Marketing and  
PR: How to Use News Releases,  
Blogs, Podcasts, Viral Marketing  
and Online Media to Reach Your  
Buyers Directly**  
David Meerman Scott (2007)

R 332 M34M

**Market Share Reporter**

## REFERENCE

Gale Research (2008)

R 338.0973 B964B

**Business Statistics of the  
United States**  
Bernan Press (annual)

R 338.74 B9635B

**The Business Journal Book of  
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Business Journal (annual)

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**Encyclopedia of Associations**  
Gale Research (2008)

R 658.83 AM35A

**The American Marketplace:  
Demographics and Spending  
Patterns**  
New Strategist Publications (2007)

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Advertising**  
Fitzroy Dearborn (2003)

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Adbusters

Advertising Age

Entrepreneur

INC

SMM: Sales & Marketing  
Management

## *Small Business Information*

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CD 346.0486 R259H  
**How to License Your Million Dollar Idea** (6 discs, 6 hours)  
Harvey Reese (2007)

CD 658.8 B389S  
**Selling the Invisible: A Field Guide to Modern Marketing**  
2 discs (3 hours)  
Harry Beckwith (2008)

025.520681 SK64s  
**Start Your Own Information Marketing Business**  
Robert Skrob (2008)

362.10688 T366H  
**Health Services Marketing: A Practitioner's Guide**  
Richard K. Thomas (2008)

658.8 G544M [also on CD]  
**Meatball Sundae: Is Your Marketing Out of Sync?**  
Seth Godin (2007)

658.45 G578Y  
**Yes! 50 Scientifically Proven Ways to Be Persuasive**  
Noah Goldstein (2008)

658.8 H872M  
**Make Your Business Survive and Thrive!: 100+ Marketing Methods to Help You Beat the Odds ...**  
Priscilla Y. Huff (2007)

658.8 J298E  
**85 Inspiring Ways to Market Your Small Business**  
Jackie Jarvis (2007)

658.8 K295B  
**Beyond Buzz: The Next Generation of Word-of-Mouth Marketing**  
Lois Kelly (2007)

658.8 L578G 2007  
**Guerrilla Marketing**  
Jay Conrad Levinson (2007)

658.8 P545M  
**Marketing without Advertising**  
Michael Phillips (2008)

658.8 SCA72P  
**The Procrastinator's Guide to Marketing**  
Mary Eule Scarborough (2008)

658.8 SL87S  
**Street Fighter Marketing Solutions**  
Jeff Slutsky (2007)

658.8 ST45E  
**Entrepreneur Magazine's Ultimate Small Business Marketing Guide**  
James Stephenson (2007)

658.8 T789S  
**Step into the Spotlight!—Cause ALL Business in Show Business!**  
Tsufit (2008)

658.802 F869M  
**Marketing Strategies for the Home-Based Business**  
Shirley George Frazier (2008)

658.83 K83M  
**Marketing Research: A Practical Approach**  
Bonita M. Kolb (2008)

## SALES

CD 658.85 G447S  
**The Sales Bible**  
7 discs (8 hours, 15 min.)  
Jeffrey Gitcomer (2008)

CD 658.85 J858G  
**The Great Formula: For Creating Maximum Profit with Minimal Effort**  
Mark Joyner (2006)

CD 658.872 SCH327T  
**The 25 Most Common Sales Mistakes – And How to Avoid Them**  
Stephan Schiffman (2006)

DVD 658.872 SA326S  
(also on CD)  
**Sales Success: Video Motivation from Today's Top Success Coaches** (6 DVDs)  
Topics Entertainment (2006)

650.1 G447JP  
**Jeffrey Gitomer's Little Platinum Book of Cha-Ching!**  
Jeffrey H. Gitomer (2007)

650.1 P182G  
**Good in a Room: How to Sell Yourself (And Your Ideas) and Win Over any Audience**  
Stephanie Palmer (2008)

658.311 SM27T  
**Topgrading for Sales: World-Class Methods to Interview, Hire, and Coach Top Sales Representatives**  
Bradford D. Smart (2008)

658.8 P83B  
**Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle**  
Michael Port (2006)

658.8101 SCH327S  
**Sales Presentation Techniques**  
Stephan Schiffman (2007)

658.81202 C969C  
**The Customer is Always Wrong: The Retail Chronicles**  
Jeff Martin (2008)

658.85 C37W  
**What the Customer Wants You to Know: How Everybody Needs to Think Differently about Sales**  
Ram Charan (2007)

658.85 G929S  
**The Sales Closing Book**  
Gerhard Gschwandtner (2007)

658.85 M867A [also on CD]  
**The Art of Woo: Using Strategic Persuasion to Sell Your Ideas**  
Mario Moussa (2007)

658.85 R393P  
**Perfect Selling: Open the Door, Close the Deal**  
Linda Richardson (2008)

658.85 SCH327C  
**Cold Calling Techniques: (That Really Work!)**  
Stephan Schiffman (2007)