

New and Updated Titles for April 2007

Small Business

- Title:** **Blink: The Power of Thinking without Thinking**
Description: Drawing on cutting-edge neuroscience and psychology to reveal that the difference between good decision making and bad has less to do with how much information we process than with our ability to focus on a few, particular details, the author shows how we all can become better decision makers--in our homes, in our offices, and in everyday life.
Location: **Small Business—Management**
Web:
- Title:** **Gimme! The Human Nature of Successful Marketing**
Description: In "Gimme!," advertising research expert John Hallward shows you how the most effective advertising campaigns tap into our most basic, primal emotions to convince consumers to buy. For marketers and advertisers, this book looks at the human nature of consumers and presents the proven tactics, techniques, and arguments that best motivate the human animal to buy.
Location: **Small Business—Marketing**

Business Manuals

- Title:** **Wholesale Distribution Business**
Description: Start Your Own Wholesale Distribution Business enable you to learn how to:

-Make contact with manufacturers and retailers
-Obtain product exclusives
-Find prime locations for wholesale distributorship

You will also find sample forms, step-by-step instructions, checklists and worksheets to guide you smoothly through each stage of the startup process.
Location: **Business Manuals—Coloured Binders—W**

Reference

- Title:** **Association Meeting & Event Planners 2007-2008 Edition**
Description: Association Meeting & Event Planners 2007-2008 Edition includes:
- Over 17,800 meeting & event planners at more than 12,100 associations
-Detailed destination & planning data for national, state and regional associations
-Includes trade, professional, social, religious and fraternal associations
Location: **Reference—Directories**
- Title:** **Corporate Meeting & Event Planners 2007--2008**
Description: Over 11,200 corporations and 14,900 meeting and event planners in the United States and Canada are listed in Corporate Meeting Planners. Listings include key information such as corporation name, street address, phone and fax numbers, website and email addresses and type of business. Meeting details include: the event planner, number of meetings held, average meeting length, number of attendees, type of facility used, national and international meeting locations and any speakers or entertainers hired.
Cross-Reference by destination preferences. The Speakers index and Entertainers index list all.
Location: **Reference—Directories**
- Title:** **Gift, Housewares & Home Textiles Buyers 2007-2008**

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Description: *Gift, Houseware & Home Textile Buyers* provides you with the names of over 13,770 buyers in companies such as department stores and discount store chains, gift and specialty stores, houseware and home furnishing stores, hardware stores and home centres, mail order and online retailers. Each listing includes information such as the company name, parent company or divisions street address, phone and fax numbers, website address. Also listed are names of key buyers, executives and the merchandise they purchase.

Location: [Reference—Retail](#)

Title: **Guide to Federal Incorporation 7th Edition**

Description: The purpose of the Guide to Federal Incorporation is to help small business incorporate federally and to give the reader a general overview of federal corporate law under the Canada Business Corporations Act (CBCA). It provides the basic knowledge and tools that business owners and operators need to incorporate and operate a corporation under the federal corporate law.

Location: [Reference—Incorporation](#)

Web: [http://strategis.gc.ca/epic/site/cd-dgc.nsf/vwapi/Guide_2007_Eng.pdf/\\$file/Guide_2007_Eng.pdf](http://strategis.gc.ca/epic/site/cd-dgc.nsf/vwapi/Guide_2007_Eng.pdf/$file/Guide_2007_Eng.pdf)

Title: **Medical Meeting & Event Planners 2006-2007 Edition**

Description: Medical Meeting & Event Planners 2006-2007 Edition includes:
-Over 12,000 meeting & event planners
-Detailed destination & planning data
-Speakers/entertainers index
-Cross-Reference by destination preferences

Location: [Reference—Directories](#)

Acts & Regulations

Title: **Preparing your Corporate Tax Returns, 2007 : Canada and Provinces**

Description: New in this Edition:

1. Changes in limit for refundable investment tax credits
2. Deadlines for SR&ED claims cannot be waived
3. Elimination of capital gains tax on donations to charities of publicly listed securities and certified ecologically sensitive land
4. Judicial interpretations from recent court decisions and recent technical interpretations from the CRA. Discussion concerning revised Interpretation Bulletins such as IT-269R4, Part IV Tax on Taxable Dividends Received by a Private Corporation or a Subject Corporation and Information Circulars such as IC06-1, Income Tax Transfer Pricing and Customs Valuation
5. Changes in capital cost allowance rules for tools and cogeneration systems
6. Elimination of the Large Corporations (capital) Tax

Updated Features:

- Checklist to help gather all necessary information for return preparation
- Step-by-step design to lead you through the T2 Corporate Tax Return form and supporting schedules
- Section on income and capital tax instalments
- References to sources including legislation, cases, Interpretation Bulletins, Information Circulars and Technical News
- Discussions of federal and provincial corporate income taxation and corporation capital taxation

Location: [Acts & Regulations—Tax](#)

Periodicals

Title: **Franchise (Canadian Business)**

Description: This publication is focused on bringing together the top names from within the industry and potential franchisees.

Location: [Periodicals](#)

Directories

- Title:** **Chain Store Guide Monthly Update (March 2007)**
Description: Industry Changes Reflected in the *Chain Store Guide's* Database
Location: [Directories—Retail](#)
- Title:** **The 2007 Marketing Awards**
Description: The Marketing Awards is Canada's leading national awards recognizing excellence in advertising creative. It also provides a key contact directory of the top advertising agencies across Canada.
Location: [Directories—Marketing](#)
- Title:** **Publication Profiles 2007**
Description: Annual supplement to *Canadian Advertising Rates & Data (CARD)*. Canada's comprehensive guide to the editorial direction of consumer and trade periodicals. Lists and gives descriptive profiles of Canadian periodicals. Indexed by subject.
Location: [Directories—Publishing](#)

Country Information

- Title:** **Doing Business with China**
Description: While many Canadian businesses are keen to capitalize on the Chinese market, few understand how to access these opportunities. This guide presents key elements to consider when doing business with China, and the process to enable you to develop your China business plan.
Location: [Country Information—Asia—China](#)
- Title:** **Japan Trade Directory 2007**
Description: The primary function of the Japan Trade Directory is to provide information on Japanese companies seeking export, import and service trade and international business opportunities. Published annually by the Japan External Trade Organization (JETRO). There is an index of importing companies by product. Other indexes include products, services, companies, associations, and trade names and there are special sections on districts in Japan and advertising.
Location: [Country Information—Asia—Japan—Directories](#)

Market Data

- Title:** **Canadian Economic Observer March 2007**
Description: In this issue the Canadian Economic Observer looks at recent trends in output and employment
Location: [Market Data—Canada—Statistics](#)
- Title:** **Canadian Economic Observer Statistical Summary: March 2007 (French and English text)**
Description: A statistical overview of the Canadian economy. Includes: national accounts, labour markets, prices, international trade, goods-producing industries (manufacturing, construction and resources), services (trade, transportation, travel and communications), financial markets, provincial and international statistics.
Location: [Market Data—Canada—Statistics](#)
- Title:** **Canadian Economic Observer April 2007**
Description: "Canadians proved increasingly adaptable to the changes in the economy, moving to Alberta in increasing numbers to find jobs while at the same time responding to the challenge of an aging

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population and globalization."

Location: [Market Data—Canada—Statistics](#)

Title: **Canadian Economic Observer Statistical Summary: April 2007
(French and English text)**

Description: A statistical overview of the Canadian economy. Includes: national accounts, labour markets, prices, international trade, goods-producing industries (manufacturing, construction and resources), services (trade, transportation, travel and communications), financial markets, provincial and international statistics.

Location: [Market Data—Canada—Statistics](#)

Title: **International Productivity Monitor (Spring 2007)**

Description: The 14th issue of the *International Productivity Monitor* published by the Centre for the Study of Living Standards contains five articles. Topics covered recent productivity developments in the United States; lessons for Canada from international productivity experience; India's productivity performance; measurement error and productivity growth in the Canadian construction industry; and the recently released EU KLEMS productivity and growth accounts.

Location: [Market Data—Canada](#)

International Directories

Title: **Transportation Telephone Tickler 2007 Volume I-IV**

Description: Transportation companies are listed alphabetically in the Tickler by their geographical "header city". A header city is a metropolis city and is the reference for its surrounding suburbs. Company advertisements and/or listings located in Volume 1 - New York Metropolitan Area (NY/NJ) are organized alphabetically. Volumes II, III & IV contain companies throughout the remaining 48 states, Canada, Caribbean and parts of Latin America that are listed geographically by header city and then alphabetically by company name. Company listings contain contact information and include abbreviated Line of Business (LoB) codes. LoB codes represent the type(s) of transportation-related services provided by a company. A complete guide to using the Transportation Ticklers can be found at the beginning of Volume I.

Location: [International Directories—United States—Transportation](#)

Trade Guides

Title: **China Now: Doing Business in the World's Most Dynamic Market**

Description: "It's one of the last--and largest--untapped markets in the world. But if you're looking to expand your business into China, you first need to understand its richly diverse culture, economic history, and subtle negotiation styles. This complete, one-stop guide gives you all the essential tools and crucial information you're looking for. The authors have between them more than 50 years of experience in international business, particularly in Asia, and they'll tell you everything you need to know to be smart, sensitive, and successful in all of your East-West transactions. You'll learn:

- How to negotiate with public and private businesses
- What to say and how to interact with Chinese cultures
- What you should know about China's economics, laws, and regulations
- How to handle intellectual property rights and contracts
- How Taiwan, Hong Kong, and Singapore relate to and play important roles in doing business with China"

Location: [Trade Guides—Business Culture & Customs](#)

Title: **Chindia: How China and India are Revolutionizing Global**

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Business

Description: China's growth and manufacturing dominance are two of the biggest global trends of the last 10 years. India's technology service, and outsourcing industries make it a valued partner, as well as a formidable competitor. The stunning rise of China and India makes it clear: to survive and thrive in the new global market, you have to engage with China and India. This comprehensive guide is your road map to meeting this challenge. The book combines frontline reports from *BusinessWeek's* award-winning Asia staff with point-by-point commentary by the experts. Included:

- Special reports on key issues such as manufacturing ("The China Price")
- Technology ("The Rise of India")

Location: **Trade Guides—Business Culture & Customs**

Title: **The International Business Etiquette Internet Sourcebook 2007**

Description: Doing business with international clients requires more than just financial acumen. A lack of knowledge about a customer's culture can lead to misunderstanding, frustration and potential embarrassment. Savvy Canadian exporters will include research on their clients' culture and regional etiquette when preparing to export. The building of successful business relationships is a vital part of any international venture, and such relationships rely heavily on an understanding of each partner's expectations and intentions.

Location: **Trade Guides—Business Culture & Customs**

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Small Business

Title: **Acting is a Job: Real Lessons about the Acting Business**

Description: An indispensable guide to the acting business. Acting is a Job provides provides:

- An insightful and hilarious overview of the current state of theater, film, and television industry.
- The economic realities of acting
- Effective networking and self-promotion

Location: **Small Business—Film**

Title: **Advertising Design and Typography**

Description: This unique, comprehensive overview of advertising design strategies, written by a best-selling, award-winning designer, will help students and professionals in advertising, design, and typography understand and use persuasive visual messaging. Design principles such as unity, contrast, hierarchy, dominance, scale, abstraction, and type and image relationships are covered in depth. Readers will also learn how print design compares to television, web, and interactive design, and how to apply each style to create persuasive designs. The extensive section on typography offers essential information on how readers perceive type, typographic history, principles, and practice. Helpful appendices include an extensive glossary, bibliography, and art director's checklist. Complete with more than 1,500 examples and illustrations of outstanding advertising design from around the world, *Advertising Design and Typography* is a groundbreaking book that will train the readers' mind to see more accurately and more critically—ultimately changing the way designers think and develop visual ideas.

Location: **Small Business—Advertising**

Title: **Brandjam: Humanizing Brands through Emotional Design**

Description: The *Brandjam* concept is about innovation, intuition, and risk. Gobe explains how design is the "instrument" companies can use for jazzing up a brand—how design puts the face on the brand and creates an irresistible message that connects buyers to the product in a visceral way. The author shows how the instinctive nature of the creative process leads to unusual solutions that make people gravitate toward a brand and make brands resonate with people by bringing more joy into their lives. It explores how design represents the personality of a company and provides

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its window to the world.

Location:

Small Business—Marketing

Title:

Conflict Is For the Birds: Understanding Your Conflict Management Style

Description:

Conflict Is for the Birds has been used by trainers, facilitators, counselors and coaches to enhance relationships, build teams, resolve conflicts, improve productivity and performance, manage change, enrich management skills and increase communication. With the Conflict Is for the Birds system, you can:

- Identify an individual's dominant conflict management style
- Help individuals understand their personal conflict management style -- when their style helps resolve conflict and when it escalates conflict
- Identify an individual's Flight Pattern--how and when they move from one conflict management style to another
- Raise awareness of how others approach conflict and suggest strategies for dealing with others in conflict situations
- Enhance an individual's ability to make appropriate choices when responding to conflict

Location:

Small Business—Management

Title:

Creative Careers in Photography: Making a Living With or Without a Camera

Description:

Author Michael Heron, a veteran photographer, reveals the full range of possibilities, from shooting pictures to jobs that don't even require a camera. Corporate settings, editorial, media/audio-visual, fine arts, buying and selling, support services, set and location services, computer imaging, gallery and museum, teaching, writing, and many other career choices are presented. Readers will learn to assess their motivations, pinpoint their favorite areas of photography, explore lifestyle choices, understand required skills, and ultimately find the area of the industry that best matches their talents and their goals. Extra resources include listings for photography schools and professional organizations. Examines dozens of career possibilities--many that don't require a camera. Self-assessment tools to pinpoint the perfect job, plus school and organization listings.

Location:

Small Business—Photography

Title:

The Definitive Drucker

Description:

The Definitive Drucker captures the late Peter Drucker's visionary management concepts, applies them to the key business risks and opportunities of the coming decades, and imparts Drucker's views on current business practices, economic changes, and trends--many of which he first predicted decades ago.

Drucker's insights are divided into five main themes that the modern organization needs to, as Drucker would say, create tomorrow:

- Connecting with customers
- Innovating and abandoning
- Developing lasting collaborations
- Attracting and growing knowledge workers
- Establishing disciplined decision making.

Location:

Small Business—Management

Title:

Marketing for the Holistic Practitioner

Description:

Marketing for the Holistic Practitioner gives you the tools to build a thriving holistic health care practice.

Location:

Small Business—Start-Up

Title:

The No Asshole Rule: Building a Civilized Workplace and Surviving One that Isn't

Description:

In a landmark article published in the *Harvard Business Review*, Stanford University professor

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Robert I. Sutton addressed a taboo topic that affects many workplaces today. The author sheds real analytical light on how this ongoing problem ruins morale, lowers productivity, and can truly devastate a company's culture. Sutton not only confronts this issue directly, but also provides extensive strategies and insights into how your company can identify and eliminate this problem.

Location: [Small Business—Management](#)

Title: **The Perfect Screenplay: Writing it and Selling it**

Description: *The Perfect Screenplay* is packed with tips from an insider on how Hollywood operates, testing script ideas, building structure, and marketing the final screenplay, this book is the key to getting work read and sold. A resource list gives Web sites, agents, and more.

Location: [Small Business—Film](#)

Title: **Pub Scene**

Description: Pubs are distinguished as much by their interior décor, as by the beer and liquor they sell and the customers that mingle around the bar. These qualities combine to give a 'local' its particular appeal, with a draw far beyond its immediate locality. These very unique, idiosyncratic attributes of pubs, which were once taken for granted, are now in real danger of extinction, as bar chains with standardised designs and drinks' menus are rolled out across city centres and main streets.

Turning its back on the trend towards homogeneity of today's watering holes, *Pub Scene* celebrates the often exuberant, sometimes elegant décor, and always singular, wow factor of public drinking places, whether they are big or small, traditional or contemporary. In her engaging and anecdotal style, author Jane Peyton describes some of the world's best looking pubs, including British Victorian Gin Palaces, classic Art Nouveau Belgian café bars, Germany's Beloved booksellers, Australia's amazing beachside beer-gardens and America's notable brew-pubs.

A valuable photo-reference for anyone involved in pub design/refurbishment.

Location: [Small Business—Restaurant](#)

Title: **Selling Art Without Galleries: Toward Making a living From Your Art**

Description: "This comprehensive resource shows artists how to make a living from their art—without relying on galleries. Through interviews with a range of successful artists, readers will learn how to write about their own work, how to arrange and curate exhibits, how to work in nonprofit arts spaces, how to determine when and if to advertised artwork for sale, and how to exhibit in non-art spaces. Artists will also find useful information for marketing their work, including photographing and framing, selling at art fairs, getting into juried shows, and selling over the Internet. *Selling Art Without Galleries* empowers artists everywhere to take control over their careers and find a market for their art."

Location: [Small Business—Arts](#)

Title: **The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary**

Description: "How did *Starbucks* turn a cup of coffee into a worldwide business phenomenon? With unique access to *Starbucks* personnel and resources, Joseph Michelli isolated the 5 key leadership principles that transformed an ordinary idea into an extraordinary experience."

Location: [Small Business—Services](#)

Title: **Starting and Running A Do-it-Yourself Dogwash**

Description: *Starting and Running A Do-it-Yourself Dogwash* takes you through all the simplified and inexpensive steps to getting your dog washing service off the ground.

Location: [Small Business—Start-Up](#)

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Title: **Wal-Smart: What it Really Takes to Profit in a Wal-Mart World**
Description: *Wal-Mart* has changed the rules of the global economy, the customer expectations for every business--and the way your business must deliver to keep up. Now that we're immersed in the Wal-Mart world, what choices do we have? *Smart-World* prescribes the smart choices you need to make in every aspect of your business: as competitors, suppliers, employers, and community leaders.

Location: **Small Business—Services**

Title: **Your Career in Animation: How to Survive and Thrive**
Description: Whether you want to break into the animation industry or "toon up" to better career, this comprehensive guide will show you how:

- Build a portfolio
- Learn how to market your skills
- Network effectively
- Pitch and sell a show of your own

Also included are resources such as animation schools, societies, film festivals, studios, Web sites, and publications.

Location: **Small Business—Film**

Business Manuals

Title: **Become a Bookstore Owner**
Description: In this *FabJob* guide you will learn:
-How to decide what type of bookstore to open
-How to prepare a business plan
-Where to get books and other products for your bookshop and how to determine their selling price
-How to set up your bookstore to increase sales

Location: **Business Manuals—FabJob—B**

Title: **Become a Boutique Owner**
Description: In this *FabJob* guide you will learn:
-How to decide what type of boutique to open
-How to create a business plan
-Choosing a location (plus tips on lease negotiation)
-Where to get merchandise for your boutique and how to set prices
-Important advice for managing your boutique business (from hiring staff to preventing theft)
-How to attract customers and increase sales

Location: **Business Manuals—FabJob—B**

Title: **Become an Event Planner**
Description: In this *FabJob* guide you will learn how to:
-Teach yourself event planning (includes step-by step advice for planning an event)
-Start an event planning business, price your services, and find clients
-Information on how to be certified as a professional event planner

Location: **Business Manuals—FabJob—E**

Title: **Become an Etiquette Consultant**
Description: In this *FabJob* guide you will learn:
-How to become an expert is social, business, dining, children's, or international etiquette
-How to coach individuals on proper etiquette
-How to start an etiquette consulting business, price your services, and find clients
-How to present etiquette seminars or workshops and corporate training programs

Location: **Business Manuals—FabJob—E**

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Title: **Become a Fashion Designer**

Description: In this *FabJob* guide you will learn:
-What you need to know about the fashion industry
-How to start a fashion design business, open a showroom, and sell your fashions to private clients, boutiques, or department stores

Location: [Business Manuals—FabJob—F](#)

Title: **Become a Florist**

Description: In this *FabJob* Guide you will discover:
-How to make flower arrangements for weddings, funerals, and other occasions (includes step-by-step instructions)
-How to start your own flower shop, find suppliers, set prices and attract customers

Location: [Business Manuals—FabJob—F](#)

Title: **Become an Image Consultant**

Description: In this *FabJob* guide you will discover:
-How to do image consultations and advise people about: total image makeovers, communication skills, wardrobe, and corporate image
-How to start an image consulting business, price your services, and find clients

Location: [Business Manuals—FabJob—I](#)

Title: **Become an Interior Decorator**

Description: In this *FabJob* guide will learn how to:
-Start an interior decorating business, price your services, and find clients

Location: [Business Manuals—FabJob—I](#)

Title: **Become a Makeup Artist**

Description: In this *FabJob* guide you will learn:
How to get freelance contract work as a makeup artist for advertisements, magazines, movies, music videos, runway shows, television, theater, and more

Location: [Business Manuals—FabJob—M](#)

Title: **Become a Motivational Speaker**

Description: Discover how to hire yourself out as a speaker, seminar presenter, trainer or continuing education instructor.

Location: [Business Manuals—FabJob—M](#)

Title: **Become a Professional Organizer**

Description: In this *FabJob* guide you will discover:
-A room-by-room guide to home organizing and reducing clutter (with proven systems such as deciding if something is treasure, toy, tool or trash)
-How to organize businesses including managing workflow, filing systems, and space planning
-Personal organization and time management tips
-How to start a professional organizing business, set your prices, and attract customers

Location: [Business Manuals—FabJob—O](#)

Title: **Become a Party Planner**

Description: In this *FabJob* guide you will learn:
-How to a party planning business, price your services, market your business, and find clients
-How to plan a client's party including preparing a proposal, budgeting, and choosing a location
-How to find quality vendors and party supplies
-How to avoid disasters plus tips on party etiquette

Location: [Business Manuals—FabJob—P](#)

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Title: **Become a Personal Shopper**
Description: In this *FabJob* guide you will learn how to start a personal shopping business, price your services, and find clients.
Location: **Business Manuals—FabJob—P**

Title: **Become a Spa Owner**
Description: In this *FabJob* guide you will learn:
-Your options for opening a new day spa, buying an existing spa, or starting a mobile spa service
-How to create a business plan
-How to choose a location, design you layout, hire staff, and find suppliers
-How to market your spa to attract customers, including tips on booking groups
Location: **Business Manuals—FabJob—S**

Aboriginal

Title: **Aboriginal Business Service Network (ABSN) Sector Guides**
Description: Aboriginal Business Sector Guides include:

- Arts & Culture
- Culinary Arts
- E-Business
- Home Based Business
- land-based Businesses

Location: **Aboriginal—General**
Web: <http://www.firstbusiness.ca/guides/sector.htm>

Title: **Aboriginal Peoples Living Off-Reserve in Western Canada**
Description: This paper provides information on Aboriginal employment and unemployment, Aboriginal youths and the impact of education on labour market performance in Manitoba, Saskatchewan, Alberta and British Columbia. Annual average data from the Labour Force Survey (LFS) on off-reserve Aboriginal peoples from April 2004 to March 2005 are used.

Location: **Aboriginal—Market Data**
Web: <http://www.statcan.ca:8096/bsolc/english/bsolc?catno=71-587-X>

Title: **Making the Grade: A Guide to Success for Corporate Aboriginal Initiatives**

Description: *Making the Grade: A guide to success for Corporate-Aboriginal Initiatives* is a self assessment toolkit that can be used to see how ready your own nation is to forming joint ventures as well as tracking the elements that are the keys to success.

Location: **Aboriginal—Small Business—Start-up**
Web: <http://www.icab.ca/pdf/mtg2007.pdf>

Social Entrepreneurship

Title: **Article Collection (Business Ethics and Social Responsibility)**
Description: Compilation of articles on business ethics and social responsibility. Included in the list:

- *The Ethical Mind: Conversation with Psychologist Howard Gardner* (Harvard Business Review, March 2007)
- *Promoting an Ethical Work Environment*, Chris Bart (Canadian HR Reporter, October 23, 2006)
- Ethics & Marketing*, Joh Dalla Costa (Marketing Magazine, May22-29, 2006)
- Building Sustainable Value through Fiscal and Social Responsibility*, Pratima Bansal (Ivey Business Journal, November/December 2005)

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-*How Good are You?*, Anonymous (Profit, March 2003)

-*Cocreating Businessess's New Social Compact*, Jeb Brugmann and C.K. Prahalad (Harvard Business Review, February 2007)

-*The Business of Global Greening: How Technology and Business are Saving the Planet*, Steve Bannister (Your Workplace, March 2007)

Location: [Social Entrepreneurship](#)

Title: **Future Survey**

Description: "A monthly abstract of books, articles, and reports concerning forecasts, trends, and ideas about the future." Future Survey is a monthly guide to the literature of social change, new technologies, futures studies, policy-making, environmental studies, organizational renewal, and related cross-disciplinary fields. Provides abstracts of new books, articles, and reports on topics that may have a major impact on our future.

Location: [Social Entrepreneurship—Business Ethics](#)

Title: **The Wal-Mart Effect: How the World's Most Powerful Company Really Works--and How it's Transforming the American Economy**

Description: *The Wal-Mart Effect* looks at its controversial management style and how it impacts workers, suppliers, communities, the environment, and even the way we see the world every day.

Location: [Social Entrepreneurship—Business Ethics](#)

Periodicals

Title: **Say Magazine**

Description: With timely articles, inspiring profiles and keen insights into entertainment, sports, careers, celebrity and youth culture, SAY Magazine has quickly become the number one magazine for the fastest growing demographic in Canada: Aboriginal youth. In addition to Special Editions, *SAY Magazine* regularly publishes four times per year: Winter - Spring - Summer - Fall.

Location: [Periodicals](#)

Title: **Enterprise: The Voice of Canadian Credit Unions**

Description: *Enterprise The Voice of Canadian Credit Unions* is exclusively focused on the people and issues that influence decision makers in every province. *Enterprise* is a powerful information source and image-builder for Canada's credit union sector. Controversial, colourful, always topical, it is the one publication that's required reading for directors, managers, and aspiring employees.

Location: [Periodicals](#)

Title: **Your Workplace**

Description: "*Your Workplace* magazine is Canada's authority on work/life issues. It is a general-interest publication containing articles, columns and advice on issues relevant to the work and personal lives of busy people. Published eight times a year for a diverse annual readership of 200,000. It contains regular columns on leadership, relationships, health and wellness, the history of work and books related to work/life issues. Feature articles are always topical and provocative."

Location: [Periodicals](#)

Acts & Regulations

Title: **A Guide to Alternative Work Relationships**

Description: *A Guide to Alternative Work Relationships* covers the range of work relationships in Canada, including traditional employee/employer relationships, partnerships and directorships, expatriates and agents, with special emphasis on independent and dependent contractor relationships.

Location: [Acts & Regulations—Law/Regulatory](#)

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Reference

- Title:** **Annotated British Columbia Business Corporations Act**
Description: The full text of the new British Columbia Business Corporations Act. Also includes a table of concordance linking the new Act with the British Columbia Company Act. Includes clear and concise summaries of key reported and unreported cases applying and interpreting the Act. Fully indexed.
Location: [Reference—Law/Regulatory](#)
- Title:** **D&B 2007 Regional Directory (British Columbia)**
Description: *D&B's 2007 Regional Directory for British Columbia* contains businesses in all industries, except Agriculture, Forestry, Fisheries, Education and Government.

Each record contains the D-U-N-S Number, company name, trade style name, full address and telephone number, number of employees, sales volume, year established, subsidiaries, primary and secondary SIC codes including line descriptions, and key executive contact names and titles.
Location: [Reference—Directories](#)
- Title:** **FP Markets : Canadian Demographics 2007**
Description: In this publication you will find estimated statistics for year 2007 on population, households, retail sales, language, labour force, occupations, schooling, housing, marital status, home language, household expenditures, and income. Estimates for disposable and discretionary income, which used to be a year behind, are now available for current (2007) year.

The data has been provided by *MapInfo Canada* which has also provided PSYTE cluster information, a segmentation system that classifies 65 different neighbourhood types based on demographics, purchasing behaviours and other socio-economic elements, and Financial PSYTE, which groups together neighbourhoods with similar demographic and financial characteristics.
Location: [Reference—Statistics](#)
- Title:** **Trade Shows Worldwide 2007**
Description: An International Directory of Events, Facilities, and Suppliers. Includes U.S. and International trade shows and exhibitions, as well as companies, organizations, and information sources relating to the trade show industry. Events such as conferences and conventions are included only if they feature exhibitions. Profiles over 10,572 events.
Table of Contents
Trade Shows and Exhibitions
Trade Show Sponsors and Organizers
Trade Show Facilities, Services and Information Sources (includes: Conference and Convention centers, Hotel and Motel Systems, Visitor and Convention bureaus, World Trade Centers, Trade Show Services, Trade Show Information Sources [Professional Trade Associations, consultants, publications])
Rankings (Square Feet of Exhibition space needed, Square Meters of Exhibition space needed, Number of Hotel rooms needed, Square Feet of Exhibition Space available)
Indexes (Chronological index to trade shows, Geographic index to trade show locations, Subject index to shows / exhibitions, Master index)
Location: [Reference—Trade Shows](#)

Directories

- Title:** **Backbone: Business Technology Lifestyle Top 300 Tech Companies**
Description: *Backbone Magazine* presents the top 20 Mover and Shakers, top 25 Canadian Software

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Companies, top 25 Canadian IT Professional Services Companies, top 10 Canadian IT security companies, top 10 Canadian xSP companies, top 10 Canadian wireless solution providers, and top 25 ICT Hardware and Infrastructure companies:

The Top 250 Canadian Tech Companies

Mergers and Acquisitions

Top 25 IT Multinationals

Top 20 Movers and Shakers

Top 25 Up and Comers

Top 25 Canadian Software Companies

Top 25 Professional IT Services

Top 10 Canadian IT Security Companies

Top 10 XSP Companies

Top 10 Wireless Solution Providers

Top 25 ICT Hardware and Infrastructure Providers

Location:

[Directories—Top Companies](#)

Title:

BC Landscape Nursery Association Buyers Guide: 2007 Directory

Description:

Complete listing of British Columbia's Nursery and landscape products and services.

Location:

[Directories—Agriculture & Food](#)

Title:

Canadian Association of Importers and Exporters 2006-2007 Membership Directory

Description:

The association's membership is comprised of international trade related firms including manufacturers that import components for further processing, retail chains, traditional importer/distributors that resell to manufacturers, processors and retailers as well as organizations and companies that provide services to the Canadian importing community. These service entities include foreign trade promotion offices, banks, accountants, lawyers, customs brokers, airlines, shipping companies, freight forwarders, etc. The directory is fully indexed according to the principal product interests of the member company or the services provided to international trade related firms. The commodity classification used to index the product areas of member firms is based on the Canadian Customs Tariff "Harmonized System" (HS).

Location:

[Directories--Association](#)

Title:

Coatings Magazine 2007 Buyers Guide

Description:

"If you are involved in the Canadian paint and coatings manufacturing or industrial finishing industries *Coatings Magazine's Buyers' Guide* is the single best source of information on purchasing sources for the Canadian market. The Buyers' Guide is divided into five sections:

Section one:

Alphabetical Company listings

Section two:

Paint and Coatings Raw

Section three:

Paint and Coatings, Manufacturing Equipment and Services

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Section four:
Industrial Paint, Coatings and Finishing Materials

Section five:
Industrial Finishing Equipment"

* A more comprehensive version of the *Buyers' Guide* is available online at
www.coatingsmagazine.com *

Location: [Directories—Manufactures](#)

Title: **Contact Management: Industry Directory**

Description: *Contact Centre Industry Directory*, your guide to resources within the contact centre industry is a year-long reference to outsourced call centres in Canada and the companies that provide products and services, including software and hardware, to call centres in all forms and across all functions and industries.

Location: [Directories—Direct Marketing](#)

Title: **Canadian Direct Marketing News : 2006-2007 List of Lists**

Description: This directory is divided into two sections: Consumer Lists (alternative media, book buyers, catalogue buyers, computer, contests/sweepstakes, databases, education, family/ethnic, fundraising, hobbies/leisure, product buyers, property owners, subscribers and travel) and Business Lists (alternative media, book buyers, catalogue buyers, computer, databases, education, fundraising, government, medical, product buyers, professionals, property owners, subscribers, trade shows/seminars and travel).

Location: [Directories—Direct Marketing](#)

Title: **2007 Directory of Retail Chains in Canada w/ Index of Locations**

Description: Includes information on over 2,225 chains. Contains alphabetical and categorical lists of company/sign names, a geographical list of company names and company/chain profiles.

Also includes an Index of Locations (number of outlets by sign name, number of outlets by retail category, provincial locations by sign name and by category, type of locations by sign name, summary of store concepts and total outlets, and store location addresses by sign name).

Location: [Directories—Retail](#)

Title: **GardenWise 2007 Directory : BC Landscape & Nursery Association**

Description: Includes all sorts of information on gardening in British Columbia, including a garden calendar, growing tips and specialty garden information, as well a list of landscaping services and garden suppliers by region.

Location: [Directories—Agriculture & Food](#)

Country Information

Title: **Admap: China Supplement (February 2007)**

Description: "China will become the world's second largest market for advertising and has been identified by a lot of multi national corporations as the engine for growth globally." *Admap's China Supplement* provides insight and understanding of the Chinese market and of China's 1.3 billion consumers.

Location: [Country Information—Asia—China](#)

Title: **Canadian Business Views on China: 2006 Survey of Canadian Manufacturers and Exporters**

Description: The re-emergence of China has transformed the world economy. China has become an influential global player in manufacturing and production chains, in exports and imports, as a

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destination and a source of foreign direct investment, and in commodity and capital markets around the world. What do these trends mean for Canadian businesses? Are they an opportunity or a threat? Should Canadian manufacturers and exporters have a China strategy to cope with a re-emerging China? What is an effective strategy for Canadian companies doing business with China?

Location:

Country Information—Asia—China

Web:

<http://www.asiapacific.ca/analysis/pubs/pdfs/surveys/CME2006Survey.pdf>

Title:

Exporting to India: A Guide for Canadian Businesses

Description:

A practical, hands-on guide designed to help Canadian companies learn about the Indian marketplace and how to do business there.

Location:

Country Information—Asia—India

Web:

http://www.edc.ca/english/publications_11884.htm?FromPage=BB-L-2e

Title:

The Language Training Market in Hong Kong and Macau

Description:

The government of Hong Kong intends its citizens to be bi-literate (Chinese and English) and tri-lingual (Guangdonghua, Putonghua and English) within the next generation. To this end, it has evaluated the language strengths of its people, developed a strategy for improvement, provided legislation to effect systemic change and allocated funds to ensure change takes place. It has set goals, created benchmarks, developed implementation strategies, a mechanism for continuous monitoring and passed a legislative framework to ensure success. Although the issue is one of education, the business and labour sectors are working alongside communities in Hong Kong to effect change.

Location:

Country Information—Asia—Hong Kong

Web:

http://strategis.gc.ca/epic/site/lain-inla.nsf/en/h_qs00087e.html

Market Data

Title:

A Portrait of Seniors in Canada

Description:

This report depicts the demographic characteristics, health and wellness, living arrangements, social networks and social participation, security from crime and victimization, work patterns and related activities, income and expenditures, and lifestyles of the population aged 65 and over. It examines many of these issues, where data allow, in terms of different age groups within the senior population, for example those aged 65 to 74 and those aged 85 and over. Information are also presented for individuals in the 55 to 64 age range. The report also includes a chapter on Aboriginal seniors and a chapter on immigrant seniors. It presents the most comprehensive statistical picture of the situation of Canada's senior population with data drawn from a wide array of sources including the census, as well as other surveys such as the National Population Health Survey, General Social Survey, Canadian Community Health Survey, and Survey of Labour and Income dynamics.

Location:

Market Data—Canada

Web:

<http://www.statcan.ca/bsolc/english/bsolc?catno=89-519-XWE>

Title:

Artists in Large Canadian Cities / Artists in Small and Rural Municipalities in Canada/Artists by Neighborhood in Canada / Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2005 / A Profile of Cultural and Heritage Activities of Canadians in 2005 / Volunteers in Arts and Culture Organizations in Canada in 2004 / Who Buys Books in Canada?

Description:

The above titles are part of the *Statistical Insights on the Arts series*. It is a quantitative research series that aims to provide reliable, recent and insightful data on the state of the arts in Canada. Statistical Insights on the Arts is sponsored by the Ontario Arts Council, the Canada Council for the Arts and the Department of Canadian Heritage.

Location:

Market Data—Arts

Web:

http://hillstrategies.com/stats_insights.php

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- Title:** **Broadcasting Policy Monitoring Report 2006**
- Description:** The CRTC will report on the performance indicators annually and will amend its broadcasting monitoring framework to reflect changes to the broadcasting environment and CRTC policies. The framework is sub-divided into five sections: Radio, Television, Broadcasting distribution, Diversity and social issues and New media.
- Location:** **Market Data—Film & Television**
- Web:** <http://www.crtc.gc.ca/eng/publications/reports.htm>
- Title:** **Business in Vancouver Magazine / BC Advantage**
- Description:** Overview of BC's economic trends, details of activity in each BC region, and up-to-date statistics.
- Location:** **Market Data—British Columbia**
- Title:** **Canadian Economic Observer**
- Description:** -Federal Government revenue and spending by province

-Canada's unemployment mosaic, 2000 to 2006
- Location:** **Market Data—Canada-Statistics**
- Title:** **The Energy Roadmap: Canadian Nitrogenous Fertilizers--An Emerging Industry Strategy**
- Description:** This publication is based on the results of an Energy Efficiency Roundtable which took place in Calgary in February 2006. Since manufacturing nitrogenous fertilizer requires the use of a high volume of natural gas and the price of natural gas is escalating, the roundtable covered such topics as an energy management survey, sector comparisons and improving energy efficiency.
- Location:** **Market Data—Environment**
- Title:** **Canadian Economic Observer Statistical Summary: February 2007 (French and English text)**
- Description:** A statistical overview of the Canadian economy. Includes: national accounts, labour markets, prices, international trade, goods-producing industries (manufacturing, construction and resources), services (trade, transportation, travel and communications), financial markets, provincial and international statistics.
- Location:** **Market Data—Canada-Statistics**
- Title:** **Principales statistiques sur le financement des petites entreprises**
- Description:** Le présent rapport brosse un tableau du financement des petites et moyennes entreprises (PME) au Canada relativement à trois types de financement (par emprunt, par crédit-bail et par capitaux propres) selon la région, le secteur, la taille de l'entreprise et son stade de développement. Le rapport comprend cinq parties : Marché des PME; Activité de financement des PME; Accès au financement; Structure financière; et Caractéristiques des propriétaires et de la situation financière des PME examine le profil et les caractéristiques de financement des tendances observées dans trois groupes d'entrepreneurs canadiens: femmes, jeunes et minorités visibles.
- Location:** **Market Data—Financing**
- Web;** http://www.sme-fdi.gc.ca/epic/internet/insme_fdi-prf_pme.nsf/fr/h_02026f.html
- Title:** **Profile 2007: An Economic Report on the Canadian Film and Television Production Industry**
- Description:** "Canadians – especially those with broadband Internet access – now enjoy a wide array of options for accessing audio-visual content. Traditional multi-channel television (via cable or direct-to-home satellite) and DVD/VCR home-video appliances now must share the distribution pie with Internet-protocol television services, the second screen for on-demand Internet video streaming, and the downloading of video content from the Web. Audio-visual content now fits in the palm of our hands: iPods®, BlackBerry® and other mobile communications devices have

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become the third screen of audio-visual information and entertainment."

Location:

Market Data—Film & Television

Web:

http://www.culturescope.ca/ev_en.php?ID=13089_201&ID2=DO_TOPIC

Title:

Revisiting the Opportunities of Dollar Stores and Value Retailing

Location:

Market Data--Retail

eBusiness Connection

Title:

The Online Learning idea book: 95 Proven Ways to Enhance Technology Based and Blended Learning

Description:

This book offers reliable tips and techniques for online learning that can be easily adapted to make their instructional materials more engaging and compelling. The suggestions and ideas are evaluated by an astute and well-known editorial team with a great deal of applied experience and top-notch credentials. This team evaluated ideas on the basis of size/scalability; creativity; applicability in a variety of settings; ease of implementation (with easily available, industry standard tools); and technologies (non-proprietary outputs).

Location:

eBusiness Connection

Title:

eMarketing Sourcebook (2006)

Description:

A detailed guide to the companies that build and service the internet engines that power the online market. More than 1,300 companies are listed from across North America. Find everyone you need to build your online business, expand your network of contacts, discover more options, and more.

Location:

eBusiness Connection

New and Updated Titles for February 2007

Small Business

Title:

A Stitch in Time: Smart Use of Intellectual Property By Textile Companies

Description:

This booklet looks at the strategic management and use of Intellectual Property rights to reduce risk, develop business partnerships and enhance the competitiveness of all types of businesses in the textile industry.

Location:

Small Business—Inventions—Intellectual Property

Web:

<http://www.wipo.int/freepublications/en/index.jsp?cat=sme>

Title:

Creative Expression: An introduction to Copyright and Related Rights for Small and Medium-sized Enterprises

Description:

This guide is the fourth in the series of guides from the World Intellectual Property Organization (WIPO) on "Intellectual Property for Business." It is primarily intended to help especially small and medium-sized enterprises (SMEs) to:

- understand how to protect the works that they create or in which they own rights;
- get the most out of their copyright and/or related rights; and
- avoid violating the copyright or related rights of others.

Location:

Small Business—Inventions—Intellectual Property

Web:

<http://www.wipo.int/freepublications/en/index.jsp?cat=sme>

Title:

Foreign Credential Recognition : How Do I Find Out - An Analysis of Information Available to Immigrating Tradespersons

Description:

This report contains a description of the types of information that is provided to tradespersons immigrating to Canada, and the government department or organizations that provide the information. It analyzes the gaps in information which must be filled in order that skilled

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immigrants moving to Canada will be able to find work in the construction sector. It also contains a list of useful websites.

Location:

Small Business—Construction

Web:

http://www.csa.ca/pdf/CSC_FCR_phase1_E.pdf

Title:

How to Overcome Retail-Customer Erosion by Capturing New Residents

Description:

New movers offer a remarkable opportunity to target consumers at the right time and place, and use the right message to win their trust and develop their loyalty. New movers arrive at their new homes needing everything from pizza to appliances, and spend an average of more than \$7,000 on relocation expenses. They can offer exceptional lifetime value to businesses that introduce themselves and welcome them to their neighborhoods. And to marketers looking to stem customer churn, new movers may provide the solution to eroding customer bases and fading relationships.

Location:

Small Business—Customer Service

Web:

http://www.pizzamarketplace.com/sp/2SM4Moving_Targets_New_Resident_White_Paper_4.18.06.pdf

Title:

Inventing the Future: An Introduction to Patents for Small and Medium-sized Enterprises

Description:

This is the third in the series of guides from the World Intellectual Property Office (WIPO) on "Intellectual Property. It focuses on patents, a key tool to enhance a company's ability to draw maximum benefit from new and innovative ideas and technological capabilities. The management of knowledge resources, especially new ideas and concepts, is essential to the ability of any enterprise, to change, adapt, and seize new opportunities as it competes in a fast-changing business environment.

Location:

Small Business—Inventions—Intellectual Property

Web:

<http://www.wipo.int/freepublications/en/index.jsp?cat=sme>

Title:

Looking Good: An Introduction to Industrial Designs for Small and Medium-sized Enterprises

Description:

This is the second in the series of guides from the World Intellectual Property Office (WIPO) on "Intellectual Property. It focuses on industrial designs, a key factor in determining the success of products in the market. The guide is meant as an introduction to the protection of industrial designs for small and medium-sized enterprises (SMEs) and includes questions and answers, examples and illustrations of protected industrial designs.

Location:

Small Business—Inventions—Intellectual Property

Web:

<http://www.wipo.int/freepublications/en/index.jsp?cat=sme>

Title:

Music Business 101: For Aspiring Producers, Writers, Musicians, Singers, and Future Record Moguls

Description:

Music Business 101 is a comprehensive, easy-to-understand look into the music business. It's everything you need to know to take a record from concept to completion. Find out how simple it is to:

- Create, market, and distribute a viable product
- Make your product available to chain stores and online music stores
- Set up your music publishing and record company
- Promote your product via the Internet
- Get your music featured on the radio

Location:

Small Business—Music

Title:

Nailing Down Bits: Digital Art and Intellectual Property

Description:

Authored by Richard Rinehart, the Berkeley Art Museum's digital Media Director discusses legal considerations in the emerging field of digital art.

Location:

Small Business—Arts

Web:

http://www.chin.gc.ca/English/Intellectual_Property/Nailing_Down/pdf.html

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Title: **Self-Employment: Is it for me?**
Description: This publication provides entrepreneurs with answers to basic questions about starting a business. Everything from the characteristics of successful entrepreneurs to writing a business plan is provided. Though it is produced in Alberta, the information it contains is of a general nature and can be used by new entrepreneurs anywhere in Canada.
Location: **Small Business—Start-up**
Web: <http://www.alis.gov.ab.ca/pdf/cshop/Self-Employment.pdf>

Title: **Trust and Betrayal in the Workplace: Building Effective Relationships**
Description: In today's competitive global economy, organizations sometimes must make difficult, even distressing changes. For them to be successful, trust is vital. After all, business is conducted via relationships, and trust is the foundation to effective relationships. This book is about trust; the power when it exists, the problems when it doesn't, the pain when it is betrayed, and how to restore it. Drawing on years of research and experience with organizations worldwide, the authors provide a simple yet comprehensive approach to trust that shows how to discuss it constructively, identifies behaviors that build or break trust, and describes steps to rebuild trust and sustain it even through periods of change. This revised, expanded edition features new examples and practical tips, tools, quizzes, and exercises to help readers create work environments where trust grows so that people feel good about what they do, relationships are energized, and productivity and profits accelerate.
Location: **Small Business--Personnel**

Title: **Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent**
Description: Based on decades of groundbreaking research, Workforce Crisis present innovative strategies for leveraging the talent that a successful enterprise needs to succeed.
Location: **Small Business—Management**

Social Entrepreneurship

Title: **Growing Local Value: How to Build Business Partnerships that Strengthen Your Community**
Description: Growing a successful business is about meeting the needs of customers--and by extension, the needs of the entire community. Turn your business into a good citizen and you can help ensure its success and contribute to making your community a great place to live and work. *Growing a Local Value* shows how to build a values-driven business that is deeply embedded in local life.
Drawing real-world examples, the authors the authors show how you can leverage every aspect of your business--from product creation to employee recruitment, vendor selection—to benefit both the community and the bottom line.
Location: **Social Entrepreneurship**

Title: **Tamarack: An Institute for Community Engagement**
Description: This case study shows how Tamarack a national charitable institute that helps Canadian communities develop collaborative solutions to local issues, such as poverty uses technology in innovative ways.
Location: **Social Entrepreneurship—Non-profit**

Acts & Regulations

Title: **Preparing your Income Tax Returns: 2007 Edition for 2006 Returns**
Description: Recognized as the industry standard by tax professionals across Canada, this guide provides total coverage and thorough examination of all rules and interpretations for personal income

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tax. Loaded with how-to advice, tax planning tips, and fast answers to all of your challenging questions, it's indispensable during your busiest time of the year.

New in this Edition:

1. Change in tax rate to 15.25% (and consequential effect in calculation of personal tax credits at the lowest tax rate of 15.25%)
2. Several new personal tax credits and deductions
3. Changes in amounts of existing credits
4. Changes in amount of gross-up and tax credit for Canadian dividends received by individuals
5. Elimination of capital gains tax on donations to charities of publicly listed securities and certified ecologically sensitive lands
6. Detailed filled-in sample of completed T1 form and supporting schedules to give clear illustrative examples of issues in return preparation
7. Year-Round tax planning ideas 7. A table of T1 line references, applicable CRA Forms and Guides, Interpretation Bulletins, Information Circulars and Technical News contained in each chapter
8. Line-by-line references to applicable cases, legislation and technical interpretations in the commentary
9. Commentary for RRSP contributions and other retirement saving options

Location:

Acts & Regulations—Tax

Periodicals

Title:

Pink

Description:

Pink shares stories of remarkable women, along with expert advice, cutting edge data, along with emerging trends that enable readers to gain more financial independence, more equity and opportunity in the workplace.

Location:

Periodicals—Women in Business

Title:

Toys & Games

Description:

Canada's Toy industry publication provides industry news, toy briefs, supplier profiles and various industry services for the toy retailer and supplier.

Location:

Periodicals

Directories

Title:

Direct Marketing News : 2007 DM Industry Source Book

Description:

Supplement to the Canadian Direct Marketing News magazine, it contains detailed listings of more than 500 direct marketing suppliers.

Location:

Directories—Direct Marketing

Country Information

Title:

Japan Plus: Asia-Pacific Perspectives

Description:

Japan Plus is a monthly magazine which looks at Japanese society and culture, and Japan's role within the Asia-Pacific community.

Location:

Country Information—Asia—Japan

Title:

2006 Jetro White Paper on International Trade and Foreign Direct Investment

Description:

Japanese Corporate Activity in new growth markets and emerging east Asian free trade zone

Location:

Country Information—Asia--Japan

Market Data

- Title:** **Adapting to Climate Change: Is Canada Ready?**
Description: Future climate change will have a major impact on Canada. Are Canada and Canadians prepared? This report focuses on strategies for adapting to climate change.
Location: **Market Data—Environment**
- Title:** **Bioproducts Development Survey: Analysis of the Summary Results**
Description: Bioproducts is an emerging industry developing innovative replacement products and processes using renewable resources. This online publication uses data gathered from a survey to report on the structure, opportunities and challenges facing the Canadian Bioproducts Industry.
Location: **Market Data—Agriculture & Food**
Web: http://www.agr.gc.ca/pol/pub/bioprod/pdf/bioproducts_e.pdf
- Title:** **CCSTRM Canada's CO2 Capture & Storage Technology Roadmap**
Description: "CCS is important on a global scale because of the potential to disconnect the relationship between economic growth and global GHG emissions rates
CCS matters domestically because Canada:
-Depends on its vast fossil fuel resources
-Is a top industrial producer and exporter of fossil fuels
-Has enormous CO2 storage potential in a variety of regions across the country
-Has the potential to be a global leader in CCS knowledge and expertise
The vision embodied in this roadmap is one of "technology for today's energy economy providing the basis for transformative change tomorrow"
Location: **Market Data—Environment**
Web: http://www.nrcan.gc.ca/es/etb/cetc/combustion/co2trm/htmldocs/co2trm_opportunities_e.html
- Title:** **Cornell Hospitality Report: The Effects on Perceived Restaurant Expensiveness of Tipping and Its Alternatives**
Description: "Research on behavioral pricing has found that presenting the price of a product or service in separate parts rather than a consolidated whole can reduce consumers' perceptions of the total cost. That principle suggests that restaurants which charge separate fees for their food and service whether by voluntary tipping or an automatic service charge may be perceived as less expensive than those that include service charges in the form of an all-inclusive price. An internet-based simulation testing that idea found that participants rated restaurants with tipping or automatic gratuity policies as less expensive than restaurants that built the costs of service into menu prices. Furthermore, participants ordered more expensive meals when automatic gratuities were added to the bill than when the costs of service were built into menu prices. While the study was a simulation only (and no money was at stake), the industry's longstanding practice of setting menu prices with service charges extra is supported by these findings. "
Location: **Market Data—Services**
Web: <http://www.hotelschool.cornell.edu/chr/research/abstract.html?repid=14373>
- Title:** **Driving Towards a Cleaner Environment--A Healthier Future**
Description: The *Canadian Automobile Association* (CAA) and *Pollution Probe* today released *Driving Towards a Cleaner Environment, a Healthier Future*, with recommendations that, if implemented, could cut motorists' greenhouse gasses (GHGs) by 30 to almost 50 per cent. The report integrates the role of the motorist, the road and the vehicle into a plan for improving the environment and makes several recommendations to the federal government, including
- Developing effective fuel efficiency standards by 2010
- Investing in roads and highways in order to reduce congestion and pollution
- Supporting continued research and development of advanced automotive and fuel technologies
Location: **Market Data—Automotive**
Web: http://fiadev.kaninternational.com/templates/automotive/automotive7/pdf/CAA_Driving_Towards_.pdf

Title: **Essential Facts About the Canadian Computer & Video Game Industry: 2006 Sales, Demographics and Usage Data**

Description: A Report on sales and demographics of the computer and video game industry

Location: **Market Data—Consumer Products**

Web: http://www.theesa.ca/pdf/esa_e.pdf

Title: **Guide to Understanding Halal Foods**

Description: Report discusses what halal food products are, market opportunities in Canada and the United States, the certification process and market opportunities in Algeria, Brunei, Egypt, Indonesia, Iran, Kuwait, Malaysia, Morocco, Saudi Arabia, and the United Arab Emirates. The report lists top international suppliers and country specific contacts.

Location: **Market Data—Agriculture & Food—Meat & Poultry**

Web: http://ats.agr.ca/africa/4282_e.pdf

Title: **Mission Possible Executive Summary: Sustainable Prosperity for Canada (Volume IV)**

Description: "A decade of benchmarking Canada against leading OECD countries, and research and analysis in areas critical to Canada's performance and potential has provided the Conference Board with clear evidence that Canada is losing ground or stalling in areas critical to our competitiveness, prosperity and well-being. The Canada Project a three-year program of research and dialogue set out to explore why Canada's performance was slipping and how to reverse the trend and set Canada on a path to sustainable prosperity. The final report, entitled Mission Possible: Sustainable Prosperity for Canada, is a compendium of the key research findings and recommendations. It makes the case that to achieve sustainable prosperity, Canada must excel on three fronts: in the global economy, in our resource sectors and in our cities."

Location: **Market Data—Canada**

Title: **Mission Possible: Successful Canadian Cities (Volume III)**

Description: Canada's prosperity depends on the success of our major cities. This volume of *Mission Possible* takes a comprehensive look at the capacity and the potential of Canada's major cities to act as engines of national productivity, competitiveness and success. It provides direction for strategic national urban policy and investment.

Location: **Market Data—Canada**

Title: **Mission Possible: A Canadian Resources Strategy for the Boom and Beyond (Volume II)**

Description: "Global demand for natural resources is likely to grow over the next decade. Canada is well positioned to prosper from its vast forests, significant agricultural landmass, large water volumes and substantial mineral and fossil fuel deposits. But to take advantage of expanding markets and to lock in gains, strategic investments in natural resource industries are required now. This volume of Mission Possible: Sustainable Prosperity for Canada looks at how Canada can maximize its opportunities in four major sectors (forest products, agri-food, mineral products and energy) over the next 10 to 15 years in order to achieve longer-term prosperity and well-being. It does so through the lens of a tenet long advocated by The Conference Board of Canada: that economic growth, environmental integrity and social cohesion are inextricably linked. Boosting prosperity via our resource sectors must therefore be balanced with efforts to minimize or eliminate the negative environmental and social impacts."

Location: **Market Data—Canada**

Title: **Mission Possible: Stellar Canadian Performance in the Global Economy (Volume I)**

Description: "The Canadian economy ranks among the best in the world; however, we are stalling or losing ground in areas critical to our ability to compete in a rapidly changing global economy. Declining or comparatively slower growth in per capita income, productivity, exports of value-added goods and services, and innovation are indicators of our diminishing capacity to achieve

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sustainable prosperity in the increasingly integrated global economy. This volume of Mission Possible: Sustainable Prosperity for Canada focuses on the investments, strategies and priorities that will improve our productivity and our competitiveness. It takes a comprehensive look at the dominant forces reshaping the global economy; assesses Canada's performance and potential in adapting to these forces; and outlines five strategies for positioning Canada to remain among the top nations. It offers a blueprint for building a new era of economic prosperity through policies and practices rooted in long-term sustainability and success."

Location: [Market Data--Canada](#)

Trade Guides

Title: **Discover New Markets : Think Outside the North American Border**

Description: In six easy steps, this brochure teaches new exporters how to "find the right sales representative, conduct due diligence on licensing and manage customs clearance". It also explains "the ins and outs of doing business in India, China, Mexico, Brazil and Russia - countries identified as offering the most potential for Canadian companies looking for export growth." Includes country facts and dos and don'ts.

Location: [Trade Guides—Government Programs](#)

Title: **Exporting: A Step by Step Process**

Description: Though geared for the Cape Breton Nova Scotia craft sector, *Exporting: A Step by Step Process* provides valuable step by step instructions for all Canadians, from assessing your readiness to export, developing an export plan, information on required documentation, to advice on closing the sale and all steps in between.

Location: [Trade Guides—Export—Export-General](#)

Web: <http://www.capebretoncraft.com/pdfs/Exporting%20-%20A%20Step%20by%20Step%20Process.pdf>

New and Updated Titles for January 2007

Small Business

Title: **Canadian Small Business Case Study Success Stories**

Description: Entrepreneurs look for role models as they struggle with the challenges of starting and growing a business. Case studies demonstrate how small business is managing in areas that are a key focus for government, such as finance and skills development. These case studies could possibly serve to inform the development of future programs and services targeted at those key areas.

To assist in providing this type of information, the Leadership and Management Council of British Columbia (LMCBC) prepared the following case studies on behalf of Industry Canada:

1-800-Got-Junk?: Branding Professionalism (November 2006)

Blue Falls Manufacturing: Turning Market Knowledge into a Competitive Edge (November 2006)

Robeez Footwear: Better by Design (November 2006)

Great Little Box Company: A Team Approach to Success (December 2005)

Komunik: Growth Through Mergers and Acquisitions (December 2005)

Magnotta: Breaking New Ground with Innovative Marketing Strategies (December 2005)

Redknee Solutions Inc.: Planning for Success (December 2005)

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These case studies shed light on how some successful Canadian entrepreneurs deal with common business issues ranging from innovation, export development, and growth management, to human resource management, succession planning, and creative financing. They offer the opportunity to gain a better understanding of the framework or context within which certain business behaviour occurs, as well as the influence that particular settings or conditions can have on an entrepreneur's choice of options for dealing with business challenges.

Location: **Small Business—Management**
Web: http://strategis.ic.gc.ca/epic/site/mfbs-gprea.nsf/en/h_lu00053e.html

Title: **Consensus through Conversation: How to Achieve High-Commitment Decisions**

Description: "If you want to bring about real change, you won't do it through decree, pressure, permission, or even persuasion. Sustained change comes when people are passionately and personally committed to a future that they have helped to shape. If you want to turn your organization's cynics into owners, give them a voice in the decisions that impact their work. *Consensus Through Conversation* shows how.

A concise, comprehensive guide to consensus and a powerful technique for building shared commitment around critical decisions
Filled with practical tips, tools, and examples."

Location: **Small Business—Business Communication**

Title: **The Crafts Business Answer Book: Starting Marketing and Managing a Home-based Art Crafts or Design Business**

Description: The Crafts Business Answer Book is an essential resource for anyone looking to start a home-based art or crafts business or perfect an existing one.

Location: **Small Business—Crafts**

Title: **Demystify Your Banker!**

Description: A guide for entrepreneurs seeking a loan from their bank: what your loan proposal should contain, what your banker looks for, common bank terms, and tips to increase your chances to success.

Location: **Small Business—Financing**

Web: http://www.bdc.ca/en/my_project/Projects/articles/Demystify_your_banker.htm?cookie%5Ftest=1

Title: **Network-Based Marketing: Identifying Likely Adopters via Consumer Networks**

Description: The concept of network marketing a recognition that links between consumers help sell a product is not new. Often it involves word of mouth. If someone recommends a new restaurant to friends and acquaintances, who then in turn tell others about it, the network effect is at work. A famous person may be able to create a huge network of believers around a given product. Hill's paper offers the example of Oprah's Book Club. The TV star recommends a book to her viewers and suddenly it becomes a hit. Likewise, marketers helped create a buzz around The Da Vinci Code by mailing 10,000 free books to influential individuals and booksellers.

Some network marketing involves implicit rather than explicit advocacy, the paper notes. For instance, a woman carrying a designer handbag is, in effect, marketing the purse even if she doesn't tell her friends or coworkers that they should buy one.

Location: **Small Business—Marketing**
Web: <http://pages.stern.nyu.edu/~fprovost/Papers/STS168.pdf>

Title: **Start Your Own Medical Practice**

Description: Whether you are looking to open a single practice office or wanting to go into partnership with other colleagues, picking the right location, hiring the right support staff and taking care of all

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the finances that can pose challenges: Start Your Own Medical Practice helps you find advice to:

- Create a Business Plan
- Manage the Office
- Market your practice
- Build a patient base

Location: [Small Business—Start-up](#)

Social Entrepreneurship

Title: **Future Survey (October 2006)**

Description: A monthly abstract of books, articles, and reports concerning social enterprises, forecasts, trends, and ideas about the future

Location: [Social Entrepreneurship—Business Ethics](#)

Acts & Regulations

Title: **2007 Annotated Competition Act**

Description: *The 2007 Annotated Competition Act* offers the full text of the Competition Act and the Competition Tribunal Act, with Rules and Regulations, plus commentary elucidating key sections and annotations for all significant cases.

Fully updated for 2007, this edition contains new Information Bulletins on Merger remedies in Canada, Internet Advertising and the Regulated Conduct Doctrine and Important new case law, including Canada (Commissioner of Competition) v. Canada Pipe Co. (Fed. C.A.) and B. Filer Inc. v. Bank of Nova Scotia (Competition Trib.)

Also includes up-to-date commentary and the latest cases and Competition Tribunal decisions and much more.

Location: [Acts & Regulations—Income Tax](#)

Title: **Understanding the Taxation of Partnerships**

Description: The 5th Edition of Understanding the Taxation of Partnerships is the most comprehensive and up-to-date practical guide to the Canadian Income Tax law affecting Partnerships. Topics discussed in this book include:

- how partnerships differ from joint ventures and other entities
- computation of partnership income
- the "at-risk" rules
- transfers of property to partnerships
- dissolution of partnerships
- professional partnerships
- international tax aspects affecting partnerships
- sales tax and capital tax considerations

Location: [Acts & Regulations—Income Tax](#)

Periodicals

Title: **Canadian Farm Manager: Canada's Bi-Monthly Farm Management Newsletter**

Description:

Location: [Periodicals](#)

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Title: **Canadian Aquaculture R&D Review**
Description: The Canadian Aquaculture R&D Review is presented by Canadian Agencies and organizations currently undertaking aquaculture in Canada. Included are over 200 summaries of recent research projects on salmon, trout, charr, oysters, mussels, marine species plus special full length features on completed projects across the country
Location: [Periodicals](#)

Directories

Title: **Info Source : Directory of Federal Government Enquiry Points 2006-2007**
Info Source : Répertoire des centres fédéraux de demande de renseignements 2006-2007
Description: This revised directory lists addresses, phone and Fax numbers and, wherever possible, web site addresses and general e-mail addresses for almost 250 national offices of federal departments and agencies. Some entries include numbers for Telecommunications Devices for the Hearing-and-Speech-Impaired. To order a single copy, contact the Distribution Centre, Treasury Board of Canada Secretariat, L'Esplanade Laurier, 300 Laurier Ave. West, Level P-1W, Room P-140, Ottawa, Ontario K1A 0R5 or phone (613) 995-2855 or FAX (613) 996-0518 or e-mail: Services-Distribution@tbs-sct.gc.ca.

Le présent répertoire énumère les adresses, les numéros de téléphone et de télécopieur et, si possible, les adresses internet de près de 270 bureaux nationaux de ministères et d'organismes fédéraux. La section "Titres des organismes fédéraux" renferme les appellations légales, les titres d'usage et les abréviations de la plupart des organismes fédéraux. Quelques inscriptions comportent les numéros d'appareils de télécommunication pour les malentendants et les personnes ayant des difficultés d'élocution. A moins d'indication contraire, le code régional est le (613). Pour commander un exemplaire seulement, communiquer avec le Centre de distribution, Conseil du Trésor, L'Esplanade Laurier, 300, avenue Laurier Ouest, Niveau P1, Pièce 135, Ottawa, Ontario K1A 0R5 or signalez le (613) 995-2855 ou faites parvenir votre demande par télécopieur au (613) 996-0518.

Location: [Directories--Government](#)

Title: **Directory of Resource Companies 2007**
Description: Directory of Resource Companies compiled by Resource World contain more than 2,000 company listings as well as the industry contacts and useful websites. There are listings for oil and gas companies, plus alternative energy companies.
Location: [Directories—Mines & Energy](#)

Title: **Northern Aquaculture : Buyer's Guide 2007**
Description: Annual directory of suppliers to the coldwater fish farming industry in North America.
Location: [Directories—Periodicals](#)

Aboriginal

Title: **Aboriginal Business and Communities Directory : Atlantic, Quebec, Ontario, Prairies Region (4 Volumes)**
Description: This 500+ page publication is a reference guide to Aboriginal companies, associations and organizations. It contains maps for each community along with information on their economy, industries, demography, etc. There is also a section on government programs.

Location: Note: The British Columbia and Northern Canada edition is scheduled for print in 2007.
[Aboriginal—Directories](#)

Title: **Dances with Dependency: Indigenous Success through Self-Reliance**

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Description: *Dances with Dependency: Indigenous Success through Self-Reliance*, by the indigenous author, Calvin Helin. Helin masterfully describes the profound truth of the Aboriginal human condition. It is an unprecedented account of history, current reality and prognosis with solutions.

This remarkable rendition of his journey and compilation of statistics will rock the Canadian world view, particularly as it relates to Aboriginals, but also exposing how the current path (or pathologies) affects every Canadian.

Location: **Aboriginal—General**

Country Information

Title: **Rise of the Dragon: The Growing Importance of China to Canada Culture Goods Trade**

Description: The study evaluates and analyses the export of culture goods to China and Canada's imports from China.

Location: **Country Information—Asia—China**

Web: <http://www.statcan.ca/english/freepub/87-004-XIE/87-004-XIE2003003.pdf>

Market Data

Title: **Benchmarking Structure-Conduct-Performance Indicators of Competitive Intensity in Canadian Industries (Working Paper 2006-06)**

Description: This paper compares industries in Canada to counterparts in the United States to determine their "competitive intensity". "Since the United States is by far Canada's largest trading partner, the performance of Canadian industries relative to those in the U.S. is more important than comparisons to other countries

Location: **Market Data—Canada**

Web: <http://strategis.ic.gc.ca/epic/internet/ineas-aes.nsf-en-ra01999e.html>

Title: **The Canadian Biopharmaceutical Industry Technology Roadmap: Challenges and Innovative Solutions**

Description: A technology roadmap developed for the biopharmaceuticals industry to forecast future market needs.

Location: **Market Data—Health Technology**

Web: [http://www.strategis.ic.gc.ca/epic/site/trm-crt.nsf/vwapi/Biopharmaceutical.pdf/\\$FILE/Biopharmaceutical.pdf](http://www.strategis.ic.gc.ca/epic/site/trm-crt.nsf/vwapi/Biopharmaceutical.pdf/$FILE/Biopharmaceutical.pdf)

Title: **The Canadian Music Industry: 2005 Economic Profile**

Description: This publication includes numerous data sources that identify trends in the industry over the past five years. New sources include Nielsen SoundScan's top 2000 charts and Statistics Canada's 2003 Sound Recording Survey.

Location: **Market Data—Music**

Web: http://www.canadianheritage.gc.ca/pc-ch/pubs/esm-srm_e.cfm (Under "Economic Profile")

Title: **The Canadian Rx Atlas**

Description: "Canadians will spend over \$20 billion on prescription drugs in 2006—more than is spent on all physicians in Canada, and more than half of what is spent on hospital care in the country. At the same time, per capita spending on prescription drugs will vary by over 50% across provincial populations.

Yet surprisingly little information is systematically collected to determine what drugs account for most of the spending, what factors drive regional variations in spending, and whether particular drugs are being over-used or under-used.

The Canadian Rx Atlas provides the first national portrait of overall (private and public) drug

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utilization and expenditure. It breaks down \$20 billion in prescription drug spending and provides a comprehensive portrait of the factors impacting expenditures at a national level."

Location:

Web:

Market Data—Health Technology

<http://www.chspr.ubc.ca/rxatlas/canada>

Title:

Description:

Key Small Business Financing Statistics December 2006

Key Small Business Financing Statistics responds to some of the most commonly asked questions related to the state of SME financing in Canada (request rates, approval rates, amounts requested, amounts authorized, amounts outstanding by suppliers, loss rates, etc.). The report analyzes all types of financing (debt, leasing, risk capital) by sector, size of business, region and stage of business development. It is a key resource document for stakeholders and academics on the financing activity of SMEs.

Location:

Web:

Market Data—Financing

http://sme-fdi.gc.ca/epic/site/sme_fdi-prf_pme.nsf/en/h_01250e.html

Title:

Description:

Key Small Business Statistics January 2007

Key Small Business Statistics is a semi-annual publication which provides information on the most frequently asked questions pertaining to small businesses in Canada.

Location:

Web:

Market Data—Canada—Statistics

www.strategis.gc.ca/statistics

Title:

Description:

Logistics and Supply Chain Management (SCM) Key Performance Indicators (KPI) Analysis: A Canada/United States Automotive Sector Supply Chain Perspective

The global supply chain (GSC) in the Automotive sector is driven by a customer-centric reality, global sourcing from low cost countries, smart border requirements, logistics mandates (such as Radio frequency identification (RFID)) from large corporations, and mass customization in a Just-In-Time (JIT) manner. Logistics and supply chain management (SCM) are thus expected to play a key role in GSC and contribute dramatically to productivity growth of those Canadian firms within the next few years.

Location:

Web:

Market Data—Automotive

<http://strategis.ic.gc.ca/epic/site/dsib-logi.nsf/en/pj00339e.html>

Title:

Description:

Mission Possible: Stellar Canadian Performance in the Global Economy

This volume looks at the dominant forces reshaping the global economy; analyzes Canada's slipping performance and its potential in adapting to these forces; and outlines five strategies for achieving sustainable prosperity.

Location:

Market Data—Canada

Title:

Description:

National Restaurant Association: What's Hot and What's Not

The National Restaurant Association and the American Culinary Federation Inc., conducted an Internet survey of 1,146 members of the American Culinary Federation in October 2006. Chefs were asked to rate items as "hot," "cool/passe" or perennial favorite." Items were organized by category.

Location:

Web:

Market Data—Services

<http://www.restaurant.org/research/>

Title:

Description:

Our lives in Digital Times

This study uses statistical information to begin to shed light on the outcomes and impacts of information and communications technology (ICT). Some of the expected outcomes associated with ICT are presented, while factual evidence is used to demonstrate that these outcomes have so far not materialized. The paperless office is the office that never happened, with consumption of paper at an all-time high and the business of transporting paper thriving. Professional travel has most likely increased during a period when the Internet and videoconferencing technology were taking-off, and; e-commerce sales do not justify recent

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fears of negative consequences on retail employment and real estate. The paper further demonstrates that some of the key outcomes of ICTs are manifested in changing behavioural patterns, including communication and spending patterns.

Location:

Web:

Market Data—Communications

<http://www.statcan.ca/english/research/56F0004MIE/56F0004MIE2006014.pdf>

Title:

Description:

A Profile of Canadian Exporters 1993 to 2004

This publication presents statistics, derived from the Exporter Registry, on exporting establishments for the years 1993 to 2004. This publication provides information on the number of exporters and the value of their domestic exports by industry, exporter size, destination and province of residence. In addition, it also carries employment statistics of exporting establishments for the year 2004.

Location:

Web:

Market Data—Canada

<http://www.statcan.ca/english/freepub/65-506-XIE/65-506-XIE2006001.pdf>

Title:

Description:

Small Business in Canada: Trends & Prospects

Small Business in Canada: Trends & Prospects contains statistical data and information on small businesses. One of the interesting facts it mentions is that many entrepreneurs, especially "seniorpreneurs" don't want to make their small businesses grow but prefer to have it remain small to suit their lifestyle.

Location:

Web:

Market Data—Canada—Statistics

http://www.cibc.com/ca/pdf/world-markets/09112006_sbtt.pdf

Title:

Description:

Sustainable Development Business Case Report (Three Volumes)

New SDTC SD Business Case reports:
-Renewable Fuel - Hydrogen
-Renewable Fuel - Biofuels
-Clean Conventional Fuel - Oil and Gas

Location:

Web:

Market Data—Mines & Energy

http://www.sdtc.ca/en/knowledge/business_case.htm

Title:

Description:

Unbalanced Industry Demand and Supply Shifts : Implications for Economic Growth in Canada and the United States (Working Paper 2006/04)

This paper shows that the service sector was the major contributor to both real GDP growth and aggregate labour productivity growth in Canada and the United States over the past two decades, driven by high demand for some services in the two countries. The contribution is significantly higher than the previous estimates obtained using traditional methods that focus only on the quantity effect.

Location:

Web:

Market Data—Canada

<http://strategis.ic.gc.ca/epic/internet/ineas-aes.nsf/en/ra01993e.html>

Trade Guides

Title:

Description:

Trade Show in a Day

Trade Show in a Day include helpful tools for planning each show you attend, including:

- Trade show timeline: what to do and when to do it
- How to find and select the right show
- Selecting and designing your booth
- Trade show services: which ones you really need and which you don't
- Budgeting worksheets
- Detailed logistics planning, including shipping
- Sample scripts for talking to people who visit your booth
- Post-show follow-up to turn browsers into buyers

Location:

Trade Guides—Trade Shows

Women in Business

Title: **Capitalizing on Being Woman Owned**
Description: A guide tool not only for women who own businesses, but also for persons involved in certifying, assisting, and buying from woman-owned-businesses.
Location: [Women in Business—Start-up](#)

E-Business Connection

Title: **New Media Directory (21st edition)**
Description: The *New Media Directory* provides current information on Lower Mainland companies, associations and schools dealing in software engineering, web design, e-business, graphic & print design, animation & interactive entertainment, streaming media & sound design, e-marketing, identity & branding, information technology, telecommunications, and more!
Location: [E-Business Connection](#)