Leisure travel : a marketing handbook
Plog, Stanley C.

Start your own event planning business : your step-by-step guide to success
Turner, Krista.
GT 3405 .T87 2004

No cash, no fear : entrepreneurial secrets to starting any business with no money
Allen, Terry F.
HB 615 .A67 2001

The startup garden : how growing a business grows you
Ehrenfeld, Tom.
HB 615 .E455 2001

The Book of entrepreneurs' wisdom : classic writings by legendary entrepreneurs
HB 615 .K72 1999

Intrapreneuring : why you don't have to leave the corporation to become an entrepreneur
Pinchot, Gifford.
HB 615 .P46 1985

New ideas from dead CEOs : lasting lessons from the corner office
Buchholz, Todd G.
HC 102.5 .A2 B77 2007

Rare breed : the entrepreneur, an American culture
MacPhee, William A.
HC 102.5 .A2 M326 1987

Starting from scratch : secrets from 21 ordinary people who made the entrepreneurial leap
Moss, Wes.
HC 102.5 .A2 M67 2005

Latino boom! : everything you need to know to grow your business in the U.S. Hispanic market
Cartagena, Chiqui.
HC 110 .C6 C365 2005
Marketing to American Latinos: a guide to the in-culture approach  
Valdés, M. Isabel.  
HC110 .C6 V348 2000 pt. 1

The instant business plan book: 12 quick-and-easy steps to a profitable business  
Berle, Gustav  
HD 30.28 .B455 1994

AMA complete guide to strategic planning for small business  
Cook, Kenneth J. (Kenneth Joseph)  
HD 30.28 .C662 1994

Your first business plan: a simple question and answer format designed to help you write your own plan  
Covello, Joseph A.  
HD 30.28 .C6967 2002

Business plans that work: a guide for small business  
Timmons, Jeffry A.  
HD 30.28 .T5766 2004

Management: tasks, responsibilities  
Drucker, Peter Ferdinand  
HD 31 .D773 1974

Tradesmen in business: a comprehensive business guide and handbook for the skilled tradesman  
Rowan, Bob  
HD 31 .R76 1988

Entrepreneurship: starting a new business  
Anderson, Robert Lee  
HD 62.5 .A53 1990

Diary of a small business owner: a personal account of how I built a profitable business  
Brattina, Anita F.  
HD 62.5 .B73 1996

The portable MBA in entrepreneurship  
Bygrave, William D.  
HD 62.5 .B94
The complete book of business plans : simple steps to writing a powerful business plan
Covello, Joseph A.
HD 62.5 .C68 1993

Your first business plan
Covello, Joseph A.
HD 62.5 .C685 1993

Your first business plan
Covello, Joseph A.
HD 62.5 .C685 1995

Business basics : a microbusiness startup guide
Dodd, Gerard R.
HD 62.5 .D626 1998

Country living : crafting a business : make money doing what you love
Fitzgerald, Kathie.
HD 62.5 .F5343  2007

Your small business made simple
Gallagher, Richard R.
HD 62.5 .G35 1989

Self-employment : from dream to reality!
Gilkerson, Linda D.
HD 62.5 .G537 1998

Starting on a shoestring : building a business without a bankroll
Goldstein, Arnold S.
HD 62.5 .G65 1995

The right fit : the entrepreneur's guide to finding the perfect business
Halloran, James W.
HD 62.5 .H353 1989

The McGraw-Hill guide to starting your own business : a step-by-step blueprint for the first-time entrepreneur
Harper, Stephen C.
HD 62.5 .H3734 1991

How to start a business in North Carolina
HD 62.5 .H68546 2003
Starting and operating a business after you retire: what you need to know to succeed
May, Bess Ritter
HD 62.5 .M38 1993

The smart woman's guide to starting a business
Montgomery, Vickie
HD 62.5 .M665 1998

The complete idiot's guide to starting your own business
Paulson, Ed.
HD 62.5 .P39 1995

The complete idiot's guide to starting your own business
Paulson, Ed.
HD 62.5 .P39 1998

Tips and traps for entrepreneurs: real-life ideas and solutions for the toughest problems facing entrepreneurs
Price, Courtney H.
HD 62.5 .P654 1998

The insider's guide to growing a small business: straight advice from one who's been there: introducing the powerful concepts of people-savvy and future-savvy
Richman, Peter
HD 62.5 .R53 1996

The small business start-up guide
Root, Hal,
HD 62.5 .R66 1994

The small business start-up guide: a surefire blueprint to successfully launch your own business
Root, Hal,
HD 62.5 .R66 2002

The big idea book for new business owners: straight talk from an expert on how to get your business up and running easily
Weltman, Barbara
HD 62.5 .W45 1997

How to organize and operate a small business
Baumback, Clifford Mason
HD 62.7 .B39 1985
An owner's guide to operating a really small business  
Bivins, Betty M.  
HD 62.7 .B4147 1994

122 minutes a month to greater profits  
Goldstein, Harvey A. (Harvey Arthur)  
HD 62.7 .G65 1985

Why entrepreneurs fail : avoid the 20 fatal pitfalls of running your business  
Halloran, James W.  

How to start, run, and stay in business  
Kishel, Gregory F.  

How to start & manage your own business : a practical way to start your own business  
Lewis, Jerre G.  
HD 62.7 .L48 1992

The legal guide for small business  
Lickson, Charles Pritzker.  
HD 62.7 .L52 1994

The 7 irrefutable rules of small business growth  
Little, Steven S.  
HD 62.7 .L58 2005

Starting a mini-business : a guidebook for seniors and others who dream of having their own part-time, home-based business  
Olsen, Nancy  
HD 62.7 .O46 1986

Big profits from small companies : a manager's guide  
Popell, Steven D.  
HD 62.7 .P67 1985

The small business bible : the make-or-break factors for survival and success  
Resnik, Paul.  
HD 62.7 .R47 1988

Setting up shop : the do's and don'ts of starting a small business  
Smith, Randy Baca.  
HD 62.7 .S63 1982
Running your own business: a handbook of facts and information
Stern, Howard H.
HD 62.7 .S815 1986

Avoiding mistakes in your small business
Karlson, David.
HD 62.7 K37 1994

Small business management
Broom, H. N. (Halsey N.)
HD 69 .S6 B77 1975

Managing new enterprises
Buskirk, Richard Hobart
HD 69 .S6 B87

Successful small business management
Frantz, Forrest H.
HD 69 .S6 F7

Small business management: a guide to entrepreneurship
Siropolis, Nicholas C.
HD 69 .S6 S573

Small business management fundamentals.
Steinhoff, Dan.
HD 69 .S6 S69

Successful small business management
HD 69 .S6 S79

In search of excellence: lessons from America's best-run companies
Peters, Thomas J.
HD 70 .U5 P424 1984

The home office and small business answer book: solutions to the most frequently asked questions about starting and running home offices and small businesses
Attard, Janet.
HD 2333 .A75 1993

1101 businesses you can start from home
Hall, Daryl Allen
HD 2333 .H35 1995
Growing your home-based business : a complete guide to proven sales & marketing strategies  
Gordon, Kim T.  
HD 2336 .U5 G68 1992

Starting and succeeding in your own small business.  
Allen, Louis L.  
HD 2341 .A6

Start and run a profitable craft business : a complete step-by-step business plan  
Hynes, William G.  
HD 2341 .H95 1992

Start and run a profitable craft business : a step-by-step business plan  
Hynes, William G.  
HD 2341 .H95 1993

A treasury of home business opportunities  
Hoelscher, Russ von.  
HD 2346 .U5 H64 1984

Entrepreneurial women  
Perri, Colleen  
HD 2346 .U52 K376 1987

How to run your business like a girl : successful strategies from entrepreneurial women who made it happen  
Baskin, Elizabeth Cogswell.  
HD 6072.5 .B37 2005

Kitchen table entrepreneurs : how eleven women escaped poverty and became their own bosses  
Shirk, Martha.  
HD 6072.6 .U5 S557 2002

Exceptional entrepreneurial women : strategies for success  
Taylor, Russel R.  
HD 6072.6 .U5 T39 1988b

Complying with the ADA : a small business guide to hiring and employing the disabled  
Allen, Jeffrey G.  
HD 7256 .U5 A683 1993
Steps to professional independence: a guide to packaging, pricing, and selling your skills
Creedy, Richard F.
HD 8036 .C73 1988

Self-employed in your own business
DeLeon, Benjamin B.
HD 8036 .D44 1990

Working for yourself: how to be successfully self-employed
Hewitt, Geof
HD 8036 .H48

132 ways to earn a living without working (for someone else)
Rosenthal, Ed.
HD 8036 .R67

Automotive repair service: start and run a money-making business
Ramsey, Dan
HD 9710 .A2 R35 1994

1001 ways to market your services: even if you hate to sell
Crandall, Rick.
HD 9980.5 .C7 1998

Marketing your services: for people who hate to sell
Crandall, Rick.
HD 9980.5 .C73 2003

Start your own cleaning service: your step-by-step guide to success
Lynn, Jacquelyn
HD 9999 .B882 L96 2003

Entrepreneur magazine's start up: start your own crafts business: your step-by-step guide to success
Lynn, Jacquelyn
HD 9999 .H362 L95 2004

How to start and run a successful taxidermy business
Phillips, Archie.
HD 9999 .T272 P48 1981 TAXIDERMY

Start your own freight brokerage business: your step-by-step guide to success
Lynn, Jacquelyn
HE 199 .A2 L96 2003
Building an import/export business  
Weiss, Kenneth D. (Kenneth Duane)  
HF 1416 .W43 2002

Untold facts about the small business game : how to be competent in business  
Blagrove, Luanna C.  
HF 5356 .B59

Standard legal forms and agreements for small business : do it yourself, save time and money  
HF 5371 .S72 1990

Careers inside the world of entrepreneurs  
Hurwitz, Sue  
HF 5381.2 .H87 1994

Opportunities in your own service business  
McKay, Robert  
HF 5381 .M39644

Built to last : successful habits of visionary companies  
Collins, James C. (James Charles)  
HF 5386 .C735 2002

1 businesses, 2 approaches : how to succeed in Internet business by employing real-world strategies  
Gielgun, Ron E.  
HF 5415 .I265 G54 1998

Guerrilla marketing : easy and inexpensive strategies for making big profits from your small business  
Levinson, Jay Conrad.  
HF 5415 .L477 2007

What's your story? : storytelling to move markets, audiences, people, and brands  
Mathews, Ryan.  
HF 5415 .M3365 2008

Sun Tzu strategies for marketing : 12 essential principles for winning the war for customers  
Michaelson, Gerald A.  
HF 5415 .M5268 2004

Sales and marketing.  
HF 5415 .S878 1996
Make your web site work for you : how to convert your online content into profits
Cannon, Jeff.
HF 5415.1265 .C36 2000

Dan Janal's guide to marketing on the Internet : getting people to visit, buy, and become customers for life
Janal, Daniel S.
HF 5415.1265 .J358 2000

Business-to-business Internet marketing : seven proven strategies for increasing profits through internet direct marketing
Silverstein, Barry
HF 5415.1265 .S535 2000

Email marketing : using email to reach your target audience and build customer relationships
Sterne, Jim, 1955-
HF 5415.1265 .S7417 2000

Planning your internet marketing strategy : a Doctor Ebiz guide
Wilson, Ralph F.
HF 5415.1265 .W55 2001

Marketing strategies for small businesses
Gerson, Richard F.

The one-day marketing plan : organizing and completing a plan that works
Hiebing, Roman G.
HF 5415.13 .H518 2004

The successful marketing plan : a disciplined and comprehensive approach
Hiebing, Roman G.
HF 5415.13 .H523 2003

Big business marketing for small business budgets
McMurtry, Jeanette Maw.
HF 5415.13 .M3694 2003

Why (smart companies) do dumb things : lessons learned from innovation blunders : avoiding eight common mistakes in new product development
Hodock, Calvin L.
Wise up to teens : insights into marketing and advertising to teenagers
Zollo, Peter.
HF 5415.32 .Z65 1999

Satisfied customers tell three friends, angry customers tell 3,000 : running a
business in today's consumer driven world
Blackshaw, Pete.
HF 5415.335 .B55 2008

Planting flowers, pulling weeds : identifying your most profitable customers to
ensure a lifetime of growth
Rubio, Janet.
HF 5415.5 .R83 2002

The specialty shop : how to create your own unique and profitable retail business
Finell, Dorothy.
HF 5429 .F497 2007

Start your own successful retail business : your step-by-step guide to success
Kingaard, Jan
HF 5429 .K525 2002

Franchising : the inside story : how to start your own business and succeed!
Kinch, John E.
HF 5429.235 .U5 K56 1986

Top careers in two years : retail, marketing, and sales
Stinson, Paul.
HF 5429.29 .S75 2008

Money making marketing : finding the people who need what you're selling and
making sure they buy it
Lant, Jeffrey L.
HF 5438.25 .L36 1987

Creative cash : how to sell your crafts, needlework, designs & know-how
Brabec, Barbara.
HF 5439 .H27 B7 1991

How to sell what you make : the business of marketing crafts
Gerhards, Paul.
HF 5439 .H27 G47 1990

How to sell what you make : the business of marketing crafts
Gerhards, Paul.
HF 5439 .H27 G47 1996
Mail order moonlighting
Hoge, Cecil C.
HF 5466 .H6

Start your own mail order business
HF 5466 .S689 1994

How to do everything with your eBay business
Holden, Greg.
HF 5478 .H69 2003

Start and run a profitable office service business from your home: your step-by-step business plan
Hagan, Louise.
HF 5548 .H34 1995

How to computerize your small business
Xiradis-Aberle, Lori.
HF 5548.2 .X57 1995

How to write a .com business plan: the Internet entrepreneur's guide to everything you need to know about business plans and financing options
Eglash, Joanne.
HF 5548.32 .E33 2000

Web business bootcamp: hands-on Internet lessons for managers, entrepreneurs, and professionals
Seltzer, Richard.
HF 5548.32 .S458 2001

E-trepreneur!: a radically simple and inexpensive plan for a profitable Internet store in 7 days
Szydlik, Sherry
HF 5548.32 .S984 2000

Personnel planning guide
Bangs, David H.
HF 5549 .P44 1987

HR for small business: from hiring to firing and everything in between
Fleischer, Charles H.
HF 5549.17 .F59 2005
Basic accounting for the small business: simple, foolproof techniques for keeping your books straight and staying out of trouble
Cornish, Clive G.
HF 5635 .C68 1980

Uses of accounting for small business.
Zeff, Stephen A.
HF 5635 .Z35

QuickBooks 2007 finance software for small business QuickSteps
Fox, Cindy.
HF 5679 .F69 2007

Quickbooks 2008: the official guide
Ivens, Kathy.
HF 5679 .I9495 2008

Accounting and finance for small business made easy: secrets you wish your CPA had told you
Low, Robert J.
HF 5686 .C7 L6542 2004

The advertising handbook for small business: make a big impact with a small budget
Dennison, Dell
HF 5823 .D46 1994

The small business guide to borrowing money
Rubin, Richard
HG 3726 .R8 1980

How to finance your small business with government money: SBA loans
Hayes, Rick Stephan
HG 3729 .U5 H35

The Small Business Administration
Parris, Addison W.
HG 3729 .U5 P28

Financial control for the small business: a practical primer for keeping a tighter rein on your profits and cash flow
Coltman, Michael M.
HG 4027.7 .C64
Budgeting for a small business
Dickey, Terry.
HG 4027.7 .D53 1994

Financial basics for small business success
Gill, James O.
HG 4027.7 .G55 1994

From babysitter to business owner: getting the most out of your home child care business
Dischler, Patricia A.
HQ 778.63 .D57 2005

How to own and operate your own home day care business successfully without going nuts!: the day care survival handbook and guide for aspiring home day care providers and working parents
Simmons, Terri
HQ 778.63 .S56 1998

Start your own childcare business
HQ 778.63 .S73 1995

How to start a quality childcare business in your home: everything you need to know
Carlson, Melody
HV 851 .C34 1995

The entrepreneur's legal guide: strategies for starting, managing, and making your business profitable
Boulay, D.-M. (Donna-Marie)
KF 1355 .Z9 B683 2003

The complete book of small business legal forms
Sitarz, Dan
KF 1659 .A65 S43 1991

Small business formation handbook
Cooke, Robert A.
KF 1659 .C66 1999

The law (in plain English) for small businesses
DuBoff, Leonard D.
KF 1659 .Z9 D83 1987
The small business legal guide
Frasier, Lynne Ann
KF 1659 .Z9 S574 1995

The small business legal guide : the critical legal matters affecting your business
Frasier, Lynne Ann
KF 1659 .Z9 S574 1998

How to start your own S corporation
Cooke, Robert A.
KF 6491 .Z9 C67 2001

Stay out of court! : the small business guide to preventing disputes and avoiding lawsuit hell
Caffey, Andrew A.
KF 9084 .C34 2005

Art marketing 101 : [a handbook for the fine artist]
Smith, Constance
N 8353 .S63 2007

Promoting & selling your art
Katchen, Carole
N 8600 .K37 1978

The complete idiot's guide to publishing children's books
Underdown, Harold D.
PN 147.5 .U53 2008

Small business computers, a guide to evaluation and selection
Isshiki, Koichiro R.
QA 76.5 .I834

The independent medical transcriptionist : a comprehensive guide for the health language specialist
Avila-Well, Donna
R 728.8 .A98 1994

Business plans handbook : a compilation of actual business plans developed by small businesses throughout North America
REF HD 62.7 .B865 1995                        REFERENCE

Business plans handbook : a compilation of actual business plans developed by small businesses throughout North America.
REF HD 62.7 .B865 v. 13                        REFERENCE
Your business plan : a workbook for owners of small businesses  
Sargent, Dennis J.  
REF HD 62.7 .S243 1993 REFERENCE

J.K. Lasser's business forms for managing the smaller business  
REF HF 5371 .J18 1994 REFERENCE

Starting & running your own small farm business  
Aubrey, Sarah Beth.  
S 494.5 .A4 A93 2007

Start your own lawn care business : your step-by-step guide to success  
Sandlin, Eileen Figure.  
SB 433.27 .S26 2003

How to open & operate a financially successful landscaping, nursery, or lawn service business : with companion CD-ROM.  
SB 472.5 .M68 2009

Start your own automobile detailing business : your step-by-step guide to success  
TL 152.15 .E58 2005

How to shoot stock photos that sell  
Heron, Michal.  
TR 690.6 .H47 1996

Start your own bed & breakfast : your step-by-step guide to success  
Adams, Terry  
TX 911.3 .M27 A25 2003

Entrepreneur magazine's restaurant and five other food businesses  
Lynn, Jacquelyn  
TX 911.3 .M27 L96 2001

Start your own bar and tavern : your step-by-step guide to success  
Shelton, Sonya  
TX 930.7 .S53 2002

Start and run a profitable desktop publishing business  
Fanson, Barbara A.  
Z 286 .D47 F36 1997

Going solo : the best resources for entrepreneurs & freelancers  
Z 7164 .C81 G65 1999
Leisure Travel: A Marketing Handbook. Upper Saddle River, N.J.: Pearson/Prentice-Hall. A concept of travel philosophy has been developed by Tourism Canada as part of market segmentation research resulting in travel styles segments. The segmentation process is based on the following assumptions: There are recognizable groups in the population based on Leisure Travel book. Read reviews from world’s largest community for readers. A marketing book for travel professionals, Leisure Travel focuses primarily... A marketing book for travel professionals, Leisure Travel focuses primarily on the psychology of travel—why people travel and why they don't, and how to reach and motivate them more effectively. This book emphasizes that to get a greater market share, the travel professional must understand the motivations, thoughts, and lifestyles of their important market segments; th A marketing book for travel professionals, Leisure Travel focuses primarily on the psychology of travel—why people travel and why they don't, and how to reach and motivate them more effectively.