

**Marketing and Sales**

<b>Resource Title</b>	<b>How It Benefits You</b>	<b>Website</b>	<b>*Sample Report</b>
Corporation and business entity search	Network or find out if your name has been used	<a href="http://www.secstates.com/UT_Utah_Secretary_of_State_Corporation_Search/">http://www.secstates.com/UT Utah Secretary of State Corporation Search/</a>	
How to Create a Great Business Name		<a href="http://entrepreneurs.about.com/cs/gettingstarted/ht/business_name.htm">http://entrepreneurs.about.com/cs/gettingstarted/ht/business_name.htm</a>	
How to Protect Your Business Name, Brand, and Identity		<a href="http://knowem.com/blog/2010/09/09/how-to-protect-your-business-name-brand-and-identity/">http://knowem.com/blog/2010/09/09/how-to-protect-your-business-name-brand-and-identity/</a>	
How to Name Your Business		<a href="http://www.entrepreneur.com/startupabusines/startupbasics/namingyourbusiness/article21774.html">http://www.entrepreneur.com/startupabusines/startupbasics/namingyourbusiness/article21774.html</a>	
Establish a Brand		<a href="http://www.startupnation.com/steps/55/3760/9/1/establish-brand.htm">http://www.startupnation.com/steps/55/3760/9/1/establish-brand.htm</a>	
7 Business Lessons from 007		<a href="http://www.entrepreneur.com/management/leadership/article171356.html">http://www.entrepreneur.com/management/leadership/article171356.html</a>	
ClickZ	Marketing News & Expert Advice	<a href="http://www.clickz.com/">http://www.clickz.com/</a>	
Sales and Marketing Entrepreneur.com	Sales and marketing advice for entrepreneurs	<a href="http://www.entrepreneur.com/marketing/index.html">http://www.entrepreneur.com/marketing/index.html</a>	

Marketing Basics	Trends and advice	<a href="http://www.entrepreneur.com/marketing/marketingbasics/index.html">http://www.entrepreneur.com/marketing/marketingbasics/index.html</a>	
Marketing vs. Sales: What is the Difference		<a href="http://marketing.about.com/cs/advertising/a/mrktngvssales.htm">http://marketing.about.com/cs/advertising/a/mrktngvssales.htm</a>	
Inc. Sales and Marketing	Latest information on sales and marketing	<a href="http://www.inc.com/sales-and-marketing">http://www.inc.com/sales-and-marketing</a>	
SalesMarks.com		<a href="http://salesmarks.com/">http://salesmarks.com/</a>	
BizStats.com	Free business statistics and financial ratios	<a href="http://www.bizstats.com">http://www.bizstats.com</a>	
Census Scope	Charts and trends for marketing data	<a href="http://www.censuscope.org/index.html">http://www.censuscope.org/index.html</a>	
EconData.Net	Regional economic data on the web	<a href="http://www.econdata.net/">http://www.econdata.net/</a>	
On Target	Creative, budget-friendly marketing techniques	<a href="http://www.entrepreneur.com/magazine/entrepreneur/2004/august/71816.html">http://www.entrepreneur.com/magazine/entrepreneur/2004/august/71816.html</a>	
Cost Cutters: Make Your Product Stand Out on the Cheap	Marketing strategies for less	<a href="http://www.smsmallbiz.com/bestpractices/Cost_Cutters_Make_Your_Product_Stand_Out_On_the_Cheap.html">http://www.smsmallbiz.com/bestpractices/Cost_Cutters_Make_Your_Product_Stand_Out_On_the_Cheap.html</a>	
Site Selection	The Magazine of Corporate Real Estate Strategy and Area Economic Development	<a href="http://www.siteselection.com/portal/">http://www.siteselection.com/portal/</a>	

GS1	Bar code scanning authenticity and identification	<a href="http://www.gs1us.org/barcodes_and_e.com">http://www.gs1us.org/barcodes and e.com</a>	
Nine Secrets to Better Sales Relationships		<a href="http://www.allbusiness.com/sales/selling-techniques/132159-1.html">http://www.allbusiness.com/sales/selling-techniques/132159-1.html</a>	
6 Tools to Create Free Banner Ads for Your Small Business	A great way to kick start your online marketing	<a href="http://smallbiztrends.com/2010/11/create-free-banner-ad-small-business.html">http://smallbiztrends.com/2010/11/create-free-banner-ad-small-business.html</a>	
About.com Marketing	Advice and ideas on starting up	<a href="http://marketing.about.com/">http://marketing.about.com/</a>	
American Fact Finder	Censuses and Surveys Data	<a href="http://factfinder.census.gov/home/saff/main.html?lang=en">http://factfinder.census.gov/home/saff/main.html? lang=en</a>	
BizStats	No cost business financial data and statistics	<a href="http://www.bizstats.com">http://www.bizstats.com</a>	
Department of Workforce Services	Utah economic data and workforce statistics	<a href="http://jobs.utah.gov/jsp/wi/utalmis/default.do">http://jobs.utah.gov/jsp/wi/utalmis/default.do</a>	
Ehow.com Press Release	How-to for writing press releases	<a href="http://www.ehow.com/how_8793_write-proper-press-release.html">http://www.ehow.com/how_8793_write-proper-press-release.html</a>	
FedStats	Population data according to state and county	<a href="http://www.fedstats.gov">http://www.fedstats.gov</a>	
Marketing Profs	Marketing information, articles, and	<a href="http://www.marketingprofs.com/">http://www.marketingprofs.com/</a>	

	research		
Mind Tools	Leadership, management, and career skills	<a href="http://www.mindtools.com/">http://www.mindtools.com/</a>	
Simmons Study of Media and Markets	In depth coverage of demographic buying behavior and brand usage	<a href="http://www.smr.com/web/guest/home">http://www.smr.com/web/guest/home</a>	
Small Business Administration Marketing and Advertising	Access to beginning marketing courses	<a href="http://www.sba.gov/training/mktgadvertising/index.html">http://www.sba.gov/training/mktgadvertising/index.html</a>	
U.S. Census Bureau	Census Information	<a href="http://www.census.gov">http://www.census.gov</a>	
U.S. Bureau of Labor Statistics	Job market information	<a href="http://www.bls.gov">http://www.bls.gov</a>	
Utah.gov Business	Utah government business links and websites	<a href="http://www.utah.gov/business/">http://www.utah.gov/business/</a>	
The White House	The White House website, briefings, and updates	<a href="http://www.whitehouse.gov/">http://www.whitehouse.gov/</a>	
Wilson Web Marketing	Links to online marketing search engines, articles, and products	<a href="http://www.wilsonweb.com/research">http://www.wilsonweb.com/research</a>	
<b><i>Paid Marketing Database Subscriptions</i></b>			

American Marketing Association*	Organization for marketers with tips on career advancement, industry outlook, etc.	<a href="http://www.marketingpower.com/Pages/default.aspx">http://www.marketingpower.com/Pages/default.aspx</a>	<a href="http://www.marketingpower.com/ResourceLibrary/Documents/Whitepapers/Whitepaper-Mobile_MMversion%20(2).pdf">http://www.marketingpower.com/ResourceLibrary/Documents/Whitepapers/Whitepaper-Mobile_MMversion%20(2).pdf</a>
Associations Unlimited*	Information materials, registration forms, contacts, trends, etc., especially useful with nonprofits	<a href="http://www.gale.cengage.com/servlet/ItemDetailservlet?region=9&amp;imprint=000&amp;titleCode=GAL7&amp;type=4&amp;id=110996">http://www.gale.cengage.com/servlet/ItemDetailservlet?region=9&amp;imprint=000&amp;titleCode=GAL7&amp;type=4&amp;id=110996</a>	<a href="http://www.gale.cengage.com/customer_service/sample_searches/au.htm">http://www.gale.cengage.com/customer_service/sample_searches/au.htm</a>
BizMiner*	Profit & loss profiles, industry financials, industry market research	<a href="http://www.bizminer.com/">http://www.bizminer.com/</a>	<a href="http://www.bizminer.com/reports/samples/industry-financial.pdf">http://www.bizminer.com/reports/samples/industry-financial.pdf</a>
Claritas Site Reports*	Psychographics, consumer behavior, and media use	<a href="http://www.claritas.com/sitereports/Default.jsp">http://www.claritas.com/sitereports/Default.jsp</a>	<a href="http://www.claritas.com/samples/sitereports/pop_growth_10_15_map_10.pdf">http://www.claritas.com/samples/sitereports/pop_growth_10_15_map_10.pdf</a>
CoStar*	Extensive real estate database with contacts and listings all over the country	<a href="http://www.costar.com/">http://www.costar.com/</a>	<a href="http://www.costar.com/uploadedFiles/Our_Products/Property_Professional/CoStar_SampleReports_PropertyProfessional.pdf">http://www.costar.com/uploadedFiles/Our_Products/Property_Professional/CoStar_SampleReports_PropertyProfessional.pdf</a>
DialogPRO*	900 databases with	<a href="http://www.dialog.com/products/dialogpro/">http://www.dialog.com/products/dialogpro/</a>	<a href="http://library.dialog.com/bluesheets/html/bl0547">http://library.dialog.com/bluesheets/html/bl0547</a>

	over 800 million records on latest advances and business directories		<a href="#">html</a>
Dun and Bradstreet*	Company profiles, including operations details, trends, finances, and updates; 79 million companies globally, with 18 million in U.S.	<a href="http://www.dnb.com/us/dbproducts/sales_marketing/index.html">http://www.dnb.com/us/dbproducts/sales_marketing/index.html</a>	<a href="http://sites.force.com/apexchange/apex/listingDetail?listingId=a0N300000016XyaEAE#">http://sites.force.com/apexchange/apex/listingDetail?listingId=a0N300000016XyaEAE#</a>
ESRI Business Analyst*	Delivers demographics, forecasts, and location data	<a href="http://www.esri.com/software/businessanalyst/index.html">http://www.esri.com/software/businessanalyst/index.html</a>	<a href="http://www.esri.com/software/bao/pdfs/55plus.pdf">http://www.esri.com/software/bao/pdfs/55plus.pdf</a>
Euro Monitor*	Consumer industry analysis by country	<a href="http://www.euromonitor.com/">http://www.euromonitor.com/</a>	<a href="http://www.euromonitor.com/pdf/countries_&amp;_consumers.pdf">http://www.euromonitor.com/pdf/countries_&amp;_consumers.pdf</a>
Hoover's*	Database of over 65 million companies and 85 million people	<a href="http://www.hoovers.com/products/100000859-1.html">http://www.hoovers.com/products/100000859-1.html</a>	<a href="http://images.hoovers.com/images/i/samples/Dellreport.pdf">http://images.hoovers.com/images/i/samples/Dellreport.pdf</a>
Lexis-Nexis Company Dossier*	Detailed financial information, press releases, and credit reports of 35	<a href="http://law.lexisnexis.com/dossier">http://law.lexisnexis.com/dossier</a>	<a href="http://corporate.lexisnexis.com/sales-marketing/marketing-insights/">http://corporate.lexisnexis.com/sales-marketing/marketing-insights/</a>

	million companies		
Marketplace Gold*	13 million U.S. businesses, sizes, sites, their customer base, types, etc.	<a href="http://www.dnb.com/us/dbproducts/sales_marketing/acquire_customers/market_place/index.html">http://www.dnb.com/us/dbproducts/sales_marketing/acquire_customers/market_place/index.html</a>	<a href="http://www.dnb.com/sales-marketing/find-new-customers-research-markets/15051109-1.html">http://www.dnb.com/sales-marketing/find-new-customers-research-markets/15051109-1.html</a>
MarketResearch.com*	One year old reports from vendors	<a href="http://www.marketresearch.com/">http://www.marketresearch.com/</a>	
Reed Construction Data*	U.S. commercial construction projects, contacts, details	<a href="http://www.reedconstructiondata.com/">http://www.reedconstructiondata.com/</a>	<a href="http://content.reedconstructiondata.com/smartprojectnews/demo/index.html">http://content.reedconstructiondata.com/smartprojectnews/demo/index.html</a>
WorldScope*	Retrieve financial and historical data for over 57,000 companies; covers 95% of the global market value	<a href="http://thomsonreuters.com/products_services/financial/financial_products/products_az/worldscope_fundamentals">http://thomsonreuters.com/products_services/financial/financial_products/products_az/worldscope_fundamentals</a>	

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