

GENERAL RESOURCES

- American Marketing Association – offers a wide array of information including research, case studies and best practices in marketing (www.marketingpower.com).
- Business Networking International – A business and professional networking organization that offers members the opportunity to share ideas, contacts and referrals. (www.bni.com)
- Chamber of Commerce – To find your state or local Chamber of Commerce (<http://www.2chambers.com/>)
- Impression Impact – For-profit resource for small business growth and development, and effective and innovative marketing strategies. (www.impressionimpact.com).
- The Small Business Administration – Maintains and strengthens the nation's economy by aiding, counseling, assisting and protecting the interests of small businesses. (www.sba.gov)
- SCORE—A non-profit association of retired business professionals dedicated to entrepreneurial education and the formation, growth and success of small businesses nationwide. Find your local chapter at (www.score.org)
- Junior colleges, colleges and universities have many programs that may be available in your area including course projects and internships, and case studies
- Many universities have websites that provide free information on marketing and other business matters.
- There are many books published on any and all areas of business management and marketing. Peter Drucker, the most renowned of all business experts, has published books on small business and non-profit management.