



## Seven Quality Online Resources for your Business

There are so many good, free resources to aid your business knowledge available online, but you may not have the time to weed through the countless pages and find the best. No worries. We did the leg work for you. Below is a short list of blogs and websites we think could be the most helpful to you and your company. Covering everything from social media to leadership, these sites are sure to offer some tips and motivation for every aspect of your company. As always, when your marketing strategy involves exhibiting at trade shows, we're just a [click] away.

<http://trendwatching.com/briefing>

The trendwatchers have found a way to discuss global business trends with clever themes like Sellsumers and Perkonomics. Both entertaining and enlightening, these monthly briefings come to your email inbox with a free subscription or can be downloaded in PDF format on the website.

<http://leadershipnow.com/leadingblog/index.html>

Michael McKinney offers inspirational commentary on excerpts from the latest books about leadership. LeadershipNow now does not believe leadership is a position or title so much as a way of thinking and seeing the world.

<http://mashable.com>

This guide to all things social media could be intimidating to those not familiar with the technology or current online possibilities. Not to fear, the how-to section has Twitter and Facebook guidebooks (in addition to other great suggestions) that start with the basics.

<http://sethgodin.typepad.com>

Best-selling author and uber-blogger, Seth Godin, challenges readers to be the change they want to see at work. This motivational marketer has one of the most referenced blogs among business bloggers.

<http://openforum.com/idea-hub>

American Express outdid itself with this compilation of resources for business. There are videos, articles, discussion boards, and links to experts in a variety of fields. Topics include innovation, lifestyle, money, managing, technology, marketing, and world. Many of the blogs we filtered out for this article borrowed content from OpenForum, so just go directly to the source.

[www.brandingstrategyinsider.com](http://www.brandingstrategyinsider.com)

The Blake Project offers research-based information on building your company brand without all of the fluff of other blogs. In addition, they willingly field readers' questions and share the answers on the blog.

<http://smallbiztrends.com>

Anita Campbell offers a daily list of online articles that affect small businesses. The site also includes a link to the Marketing Tips Center for small businesses.

### *BONUS MATERIAL*

[www.wonderbranding.com](http://www.wonderbranding.com) — Michele Miller's site focuses specifically on marketing to women.

[www.underconsideration.com/brandnew--](http://www.underconsideration.com/brandnew--) Brand designers take notice! Before and after images of re-vamped logos reveal new looks for brand identity.

[www.google.com/reader](http://www.google.com/reader) --Save time and get all the latest updates on your favorite sites in one location.