

Local Businesses

Michael H. Shuman

The Small-Mart Revolution Michael H Shuman, 2007-08-20 Defenders of massive multinational chains like Wal-Mart and Fortune 500 big business argue that, like it or not, there is no alternative. Their huge scale and international reach, they claim, make them more efficient and profitable, better able to deliver value, and an uncontested boon for the job market. According to the big boys, locally owned small businesses are simply quaint remnants of the past, unable to compete in the global economy. But in *The Small-Mart Revolution*, Michael Shuman shows that the benefits these mega-stores and huge corporations supposedly deliver to communities are illusory. Crunch the numbers and you'll find that locally owned businesses turn out to be much more reliable generators of good jobs, economic growth, tax dollars, community wealth, charitable contributions, social stability, and political participation. Unlike their global competitors, they do this without massive tax breaks and subsidies that often put local economies in a permanent hole. Plus, contrary to popular belief, local businesses are competitive with the multinationals--and gaining ground every day. Shuman highlights numerous trends that are making the old bigger is better economies of scale argument obsolete, and he describes a variety of innovative strategies these businesses are using to successfully compete with their over-sized competitors. He also shows how consumers, investors, and policymakers can support their own communities by going local. *The Small-Mart Revolution*

offers a robust alternative to go-go globalization, one that nurtures the creative capacities of local businesses and enables communities everywhere to thrive.

Small Town Rules Barry J. Moltz, Becky McCray, 2012 Teaches large businesses to use word-of-mouth and reputation-building to gain a loyal customer base in the way small businesses do.

Local Businesses Kathel Austin Kerr, Amos J. Loveday, Mansel G. Blackford, 1990 With this volume, the Nearby History Series will lead you on a journey to discover how the businesses in your community helped shape its present form. Providing fundamental information on the processes of investigating a business' heritage, *Local Businesses* acts as a complete guide for local historians and historical societies, business historians, business owners, local citizens, museum workers and librarians interested in examining this aspect of local history. *Local Businesses* is Volume 5 in The Nearby History Series.

Ultimate Guide to Local Business Marketing Perry Marshall, Talor Zamir, 2016-01-18 MASTER LOCAL SEO AND REACH THE RIGHT CUSTOMERS EVERY TIME With Google, Yahoo!, and Bing returning local businesses as results on more than a billion daily searches, Google Adwords expert Perry Marshall and lead generation expert Talor Zamir introduce you to the basic framework behind a successful local SEO campaign. From defining local search--often confused with paid search and search engine marketing--to local listing and reviews to

social outreach and effective content development, this guide delivers the tools to build an entire local marketing campaign. You'll learn how to: Capture high-quality leads from Google AdWords and Bing in 48 hours Master the components of a high-converting campaign and get the most bang for your buck Harness mobile search advertising and Facebook ads for maximum results

No B.S. Grassroots Marketing Dan S. Kennedy, Jeff Slutsky, 2012-02-01

Millionaire maker Dan S. Kennedy and local-level marketing specialist Jeff Slutsky empower small business owners to take on big box companies and distant discounters using their best asset—their ability to bond directly with their consumers. Small business entrepreneurs are armed to go “grassroots” given winning strategies to take their marketing to the street level resulting in higher customer retention, greater referrals, and a thriving business for the long-term. About the Book Kennedy and Slutsky dare small business owners to break free of the ingrained tendencies to “advertise when you need more customers” and to copycat what they see big, national companies doing. Local business owners are urged to add some politicking to their business presence, focusing their marketing on directly connecting with their customers, integrating them into their community and even, their daily activities. Kennedy and Slutsky deliver creative, high impact alternatives and supplements to disappointing traditional advertising and new media including strategies for gaining free advertising from local news media, creating events that multiply customers, and effectively using direct mail.

Small business owners also uncover surefire tactics that capitalize on their neighborhoods, the four walls of their business, and the internet, reaching their local customers and creating a sense of a personal relationship. Throughout their lesson in going grassroots, Kennedy and Slutsky also reveal the nine inconvenient truths of grassroots marketing, keeping small business owners on track and on their way local business stardom. Features • Presents a marketing approach specifically engineered for small (local) businesses • Reveals 9 No B.S. inconvenient truths and how to implement them • Illustrates concepts with examples from practicing business owners • From Dan Kennedy, author of the popular No B.S. books including No B.S. series, which shipped more than 250,000 copies • Identifies what's wrong with traditional and new media advertising • Offers methodology to break free from ingrained tendencies and copycat marketing

Local Small Business Marketing Alex Genadinik, 2015-11-26 Do you have a local small business and want to know the most effective strategies for promoting it? If so, then this is the right book for you. In this book you will learn the most effective online and offline marketing strategies that every small local business should use to generate leads that eventually convert to clients. In this book you will learn about some of the top online marketing strategies for your local small business like SEO, the right way to do social media marketing, and even how to get publicity. You will also learn some of the top offline marketing strategies for your local small business or

service like flier marketing, business card marketing, how to get on the radio, how to promote your business by creating a successful local event or workshop series, and many additional strategies. You will also learn top sales techniques to close sales and get the most out of the leads that come through your doors. If you are ready to truly grow your business, and make it a success, get this book, and let's begin your journey to making you an amazing marketer of your local small business and get the growth for it that you dream of.

Supporting Local Businesses and Entrepreneurs in the Digital Age Salvatore DiVincenzo, Elizabeth Malafi, 2017-09-07 A timely reference for all public librarians who serve the business community in libraries, regardless of size or location—from small rural outposts to bustling big-city branches. Serving communities today entails serving businesses—in particular, local businesses, entrepreneurs, and those looking to become entrepreneurs. Understandably, many librarians are not prepared for this role, and as a result feel uncomfortable in it. *Supporting Local Businesses and Entrepreneurs in the Digital Age: The Public Librarian's Toolkit* explains how librarians and libraries can better serve the business community, offering specific guidance on everything from information resources—including books, databases, and free online sites—to programming, special events, marketing, and outreach. Readers will gain insight into key topics ranging from embedded business librarianship, virtual business librarianship, and government documents to

seminars, one-on-one appointments, and trade shows. Providing invaluable guidance based on the authors' real-world experience and research as well as interviews with librarians in all sizes of libraries around the country, this book offers practical, actionable advice and proven best practices for serving local business owners and entrepreneurs.

The Small-Mart Revolution Michael H. Shuman, 2006-07-06 Defenders of massive multinational chains like Wal-Mart and Fortune 500 big business argue that, like it or not, there is no alternative. Their huge scale and international reach, they claim, make them more efficient and profitable, better able to deliver value, and an uncontested boon for the job market. According to the big boys, locally owned small businesses are simply quaint remnants of the past, unable to compete in the global economy. But in *The Small-Mart Revolution*, Michael Shuman shows that the benefits these mega-stores and huge corporations supposedly deliver to communities are illusory. Crunch the numbers and you'll find that locally owned businesses turn out to be much more reliable generators of good jobs, economic growth, tax dollars, community wealth, charitable contributions, social stability, and political participation. Unlike their global competitors, they do this without massive tax breaks and subsidies that often put local economies in a permanent hole. Plus, contrary to popular belief, local businesses are competitive with the multinationals--and gaining ground every day. Shuman highlights numerous trends that are making the old bigger is better economies of scale argument

obsolete, and he describes a variety of innovative strategies these businesses are using to successfully compete with their over-sized competitors. He also shows how consumers, investors, and policymakers can support their own communities by going local. The Small-Mart Revolution offers a robust alternative to go-go globalization, one that nurtures the creative capacities of local businesses and enables communities everywhere to thrive.

Rock County Roots Eric Schmoldt, 2018-05-18 Brief histories of existing local businesses in Rock County, Wisconsin including historical photos

Local Dollars, Local Sense Michael Shuman, 2012-02-20 *Local Dollars, Local Sense* is a guide to creating Community Resilience. Americans' long-term savings in stocks, bonds, mutual funds, pension funds, and life insurance funds total about \$30 trillion. But not even 1 percent of these savings touch local small business—even though roughly half the jobs and the output in the private economy come from them. So, how can people increasingly concerned with the poor returns from Wall Street and the devastating impact of global companies on their communities invest in Main Street? In *Local Dollars, Local Sense*, local economy pioneer Michael Shuman shows investors, including the nearly 99% who are unaccredited, how to put their money into building local businesses and resilient regional economies—and profit in the process. A revolutionary toolbox for social change, written with compelling personal stories, the book delivers the most thorough overview available of local

investment options, explains the obstacles, and profiles investors who have paved the way. Shuman demystifies the growing realm of local investment choices-from institutional lending to investment clubs and networks, local investment funds, community ownership, direct public offerings, local stock exchanges, crowdfunding, and more. He also guides readers through the lucrative opportunities to invest locally in their homes, energy efficiency, and themselves. A rich resource for both investors and the entrepreneurs they want to support, *Local Dollars, Local Sense* eloquently shows how to truly protect your financial future--and your community's.

Big Business in Little Rock Roger Best, Ted Lewis, Michael DeLon, 2013-04-30
We all can choose where we want to live and do business. So whether we are sitting here in Little Rock, or somewhere else, it's what's inside of us that makes the difference. People want to do business with people they know, like and trust. That is the difference! We are here because we want to be in this community. We want to support local business and the community. We want to give back and make Little Rock a better place for everyone. It's not that Little Rock drew us... we came because of relationships, the environment and the community. And now that we're here, we love it and want to see it grow. Our hope is that you'll join us in our optimism. Whether or not Little Rock is recognized by the media as a great place to live and do business, you and I know that it is. As long as we are able, we intend to invest in local business, the schools, the arts and serving those less fortunate. We believe

this is the path to making any city a better place to live and work. Having a Big Business in Little Rock is more about treating people right and giving back. It's not the revenue we're talking about, but the avenue of investing our lives into the lives of others. We hope you thoroughly enjoy reading our ramblings. You probably won't see us on the NY Times Best Seller list any time soon, but more important than that, you will see us around town and involved in the community. That's how good cities become great cities - when people get involved. Thanks for reading Big Business in Little Rock. Roger Best Jason Everett Mike Davidson J. Ted Lewis Mike BennettMichael DeLon

The Small-mart Revolution Michael Shuman,2006

Locavesting Amy Cortese,2011-05-23 Explores the local investing movement, whereby investing in local businesses rather than giant conglomerates helps earn profits while building healthy, self-reliant communities, and introduces the ideas and pioneers behind the movement and offers investment strategies.

Big-Box Swindle Stacy Mitchell,2007-10-01 A Book Sense Pick and Annual Highlight With a New Afterword In less than two decades, large retail chains have become the most powerful corporations in America. In this deft and revealing book, Stacy Mitchell illustrates how mega-retailers are fueling many of our most pressing problems, from the shrinking middle class to rising pollution and diminished civic engagement—and she shows how a growing number of communities and independent businesses are effectively fighting back. Mitchell traces the dramatic growth of mega-retailers—from big boxes like

Wal-Mart, Home Depot, Costco, and Staples to chains like Starbucks, Olive Garden, Blockbuster, and Old Navy—and the precipitous decline of independent businesses. Drawing on examples from virtually every state in the country, she unearths the extraordinary impact of these companies and the big-box mentality on everything from soaring gasoline consumption to rising poverty rates, failing family farms, and declining voting levels. Along the way, Mitchell exposes the shocking role government policy has played in the expansion of mega-retailers and builds a compelling case that communities composed of many small, locally owned businesses are healthier and more prosperous than those dominated by a few large chains. More than a critique, Big-Box Swindle provides an invigorating account of how some communities have successfully countered the spread of big boxes and rebuilt their local economies. Since 2000, more than two hundred big-box development projects have been halted by groups of ordinary citizens, and scores of towns and cities have adopted laws that favor small-scale, local business development and limit the proliferation of chains. From cutting-edge land-use policies to innovative cooperative small-business initiatives, Mitchell offers communities concrete strategies that can stave off mega-retailers and create a more prosperous and sustainable future.

The Local Economy Solution Michael Shuman, 2015-06-09 Reinventing economic development as if small business mattered In cities and towns across the nation, economic development is at a crossroads. A growing body of evidence

has proven that its current cornerstone—incentives to attract and retain large, globally mobile businesses—is a dead end. Even those programs that focus on local business, through buy-local initiatives, for example, depend on ongoing support from government or philanthropy. The entire practice of economic development has become ineffective and unaffordable and is in need of a makeover. The Local Economy Solution suggests an alternative approach in which states and cities nurture a new generation of special kinds of businesses that help local businesses grow. These cutting-edge companies, which Shuman calls “pollinator businesses,” are creating jobs and the conditions for future economic growth, and doing so in self-financing ways. Pollinator businesses are especially important to communities that are struggling to lift themselves up in a period of economic austerity, when municipal budgets are being slashed. They also promote locally owned businesses that increase local self-reliance and evince high labor and environmental standards. The book includes nearly two dozen case studies of successful pollinator businesses that are creatively facilitating business and neighborhood improvements, entrepreneurship, local purchasing, local investing, and profitable business partnerships. Examples include Main Street Genome (which provides invaluable data to improve local business performance), Supportland (which is developing a powerful loyalty card for local businesses), and Fledge (a business accelerator that finances itself through royalty payments). It also shows how the right kinds of public policy

can encourage the spread of pollinator businesses at virtually no cost.

Big-Box Swindle Stacy Mitchell, 2006-11-15 Large retail chains have become the most powerful corporations in America and are rapidly transforming our economy, communities, and landscape. In this deft and revealing book, Stacy Mitchell illustrates how mega-retailers are fueling many of our most pressing problems, from the shrinking middle class to rising water pollution and diminished civic engagement. Mitchell's investigation takes us from the suburbs of Cleveland to a fruit farm in California, the stockroom of an Oregon Wal-Mart, and a Pennsylvania town's Main Street. She uncovers the shocking role government policy has played in the expansion of mega-retailers and builds a compelling case that communities composed of many small businesses are healthier and more prosperous than those dominated by large chains. More than a critique, Big-Box Swindle draws on real life to show how some communities are successfully countering the spread of mega-retailers and rebuilding their local economies. Mitchell describes innovative approaches—from cutting-edge land-use policies to small-business initiatives—that together provide a detailed road map to a more prosperous and sustainable future. From the Hardcover edition.

Smart Marketing for Local Businesses Trudy Murphy, 2013-04-18 In Smart Marketing for Local Businesses, Trudy Murphy shares 35 simple, yet highly effective marketing strategies for growing your small business without using social media or blogging. All of the marketing strategies described are low

cost, easy to implement and proven techniques. With candid, jargon-free language & real examples, you'll learn the following about how to market your business: - Position and brand your small business like a pro. - Price your products and services to sell in any industry and economic times. - Drive sales revenue using marketing that resonates with your customers, builds trust and adds value. - Efficiently create a Smart Marketing Plan that you can start implementing today. - Identify and avoid the pitfalls of hiring marketing experts. - Balance your online and offline marketing efforts in proportion with the expected sales revenue. - Identify the optimal marketplace to connect with your customers and maximize sales by understanding their emotional state and buying behavior. - Sell anything to anyone with 5 proven tips for being a kick butt marketer. With penetrating insights gained from personal experience owning small businesses, Murphy reveals the step-by-step approach she has used to rapidly start and grow her businesses. This book began as a handwritten journal and has since become a trusted guide and must-have resource for small business owners. Smart Marketing for Local Businesses is a must read book for any entrepreneur who's ready to take their business to a whole new level. Praise for this book Having been in marketing for twenty years myself I am often on the consultant end with friends and family who are trying to understand how to market their business. Trudy manages to condense the marketing world into very easy to understand concepts that are actionable by anyone and will definitely lead to

efficient, well targeted marketing programs that will improve every aspect of your customers' experience in your brand and drive more demand for your products and services. It's a must read for any existing or prospective local business owner. - Mark Farmer, Marketing Director Just finished reading it. Very good stuff! @VillageLaundry love, love, love your book, a huge help with my Pacific Ocean row plans. thanks so much @arrancat Thanks for Following, Trudy. Already have your book. Love it! @roxannsouci Click the buy button & get started today!

How to Resist Amazon and Why Danny Caine, 2022-09-20 When a company's workers are literally dying on the job, when their business model relies on preying on local businesses and even their own vendors, when their CEO is the richest person in the world while their workers make low wages with impossible quotas... wouldn't you want to resist? Danny Caine, owner of Raven Book Store in Lawrence, Kansas has been an outspoken critic of the seemingly unstoppable Goliath of the bookselling world: Amazon. In this book, he lays out the case for shifting our personal money and civic investment away from global corporate behemoths and to small, local, independent businesses. Well-researched and lively, his tale covers the history of big box stores, the big political drama of delivery, and the perils of warehouse work. He shows how Amazon's ruthless discount strategies mean authors, publishers, and even Amazon themselves can lose money on every book sold. And he spells out a clear path to resistance, in a world where consumers are struggling to get

by. In-depth research is interspersed with charming personal anecdotes from bookstore life, making this a readable, fascinating, essential book for the 2020s.

Main Street Survival Guide for Small Businesses Samuel K Burlum, 2018-02-02
Sam Burlum's Main Street Survival Guide for Small Businesses, addresses the threats that plague a small businesses ability to succeed, and how to grow your business within the ever changing Main Street USA local economy. This book combines real world experience backed by research. Forewords by Ron Ball, Patricia Singer, and Beverly White; Authored by Samuel K. Burlum. This book is not another self-help personal development book, nor is it another book on how to get motivated about your business. It's about knowing the score related to your small business enterprise; providing you the tools on how to handle some of the toughest small business challenges; helping your business become more sustainable and profitable. So you want to own your own business? Or maybe you are an inspiring entrepreneur? What if you are an established small business owner who is looking to reinvent their image or gain a strategic market advantage? Then Sam Burlum's Main Street Survival Guide for Small Businesses, is the MUST HAVE guide in assisting you to outlast, out maneuver, and outwit the ever changing threats and economic climate conditions. Here are a few small business facts: FACT: Only 1/3rd of all new businesses from start-up live long enough to see their 10th Anniversary FACT: Small businesses are responsible for 60% of job creation in

the last 10 years FACT: Over 150 million people are employed by small businesses It is that important that your business survive and is a success! It does matter how successful your small business enterprise becomes. Not only is your family counting on you, but so is your community, country, and the economy. In this book, not only will you be provided the amor you need to survive the changing landscape of your local community, you will be given the tools that will give your business a chance to win where other small businesses fail. This book was written with your small business success in mind. Coming from a small business background, and as a career entrepreneur, the author, Samuel K. Burlum, understands the many obstacles that can undermine a small business owner's efforts. He also knows of tools that can make all the difference between being just another business, to being a beacon of why a business on Main Street can work. In this book you will learn: How to protect your business from commonly made mistakes How to handle business adversity and challenges How to find funding for your new or expanding business How to properly convey your business's message to potential consumers How to plan your business strategy for long term How to build strategic business partnerships and alliances How to establish policies and procedures for business operations Ron Ball, World Renowned and Recognized Public Speaker and Author, Corporate Trainer, and Host of the TV show Choose Greatness, says So many business books are filled with fluff and dominated by theory. Samuel K. Burlum does everyone a favor by explaining how

entrepreneurial success actually happens. He then pulls back the curtain and shows you how to build a successful business. In my success seminars I have delivered these principles to over 8 million people in 24 countries. Samuel K. Burlum lives these principles. He provides YOUR opportunity to fast track your business in Main Street Survival Guide for Small Businesses.

The Facebook Guide to Small Business Marketing Ramon Ray, 2013-02-05 The guide for marketing a small business on Facebook The number one social networking site offers the opportunity to reach more than 350 million registered users with your advertising message. Owners of small and local businesses will benefit from these tips and best practices provided by Facebook insiders. Learn new ways to attract customers, create a business profile, and take advantage of Facebook's many marketing features. With more than 350 million registered users, Facebook opens a worldwide forum for small businesses that were once dependent on local traffic alone This guide to small business marketing on Facebook, is packed with information from Facebook's staff Guides you through creating a profile for your business, taking advantage of Facebook's unique marketing features, following best practices, and getting the best return on your investment Packed with insider tips and creative marketing ideas If you have a small or local business, you can't go wrong with the marketing advice in *The Facebook Guide to Small Business Marketing*.

The Top Books of the Year Local Businesses The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous engrossing novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have enthralled audiences this year. Local Businesses : Colleen Hoover's "It Ends with Us" This poignant tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Local Businesses : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens' "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens weaves a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papen, a

bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and gripping novel that will keep you speculating until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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