

Designing a Customer Service Plan for Hard Times

City of Mountain View Public Library

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Websites to Use as Resources:

- BetterInvesting Club- <http://www.betterinvesting.org/>
- iLibrarian- <http://oedb.org/blogs/ilibrarian/>
- LifeHacker- <http://lifelifehacker.com/>
- MakeUseof.com- <http://www.makeuseof.com/>
- Mashable- <http://mashable.com/>
- Red Tape Chronicles- <http://redtape.msnbc.com/>
- Simple Dollar- <http://www.thesimpledollar.com/>

Marketing Books:

- Branding for Dummies- by Bill Chiaravalle and Barbara Findlay Schenck
- Emotional Branding : The New Paradigm for Connecting Brands to People- Marc Gobé, and Sergio Zyman
- Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate- Bernd H. Schmitt
- 22 Immutable Laws of Branding- Al Ries and Laura Ries
- Unleashing the Idea Virus- Seth Godin

Other Related Material:

- Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business- Jeff Howe
- How We Decide- Joe Lehrer
- Smart Mobs: The Next Social Revolution by Howard Rheingold
- Tribes: We Need You to Lead Us- Seth Godin
- Twitter Revolution: How Social Media and Mobile Marketing is Changing the Way We Do Business & Market Online by Warren Whitlock
- Wikinomics: How Mass Collaboration Changes Everything by Don Tapscott
- Whuffie Factor: Using the Power of Social Networks to Build Your Business- Tara Hunt



First Stop During Hard Times
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