

Title: Facebook marketing for dummies

Publisher: Indianapolis, IN : Wiley Publishing, Inc., 2010

Call no.: SME/C 658.872 FMF

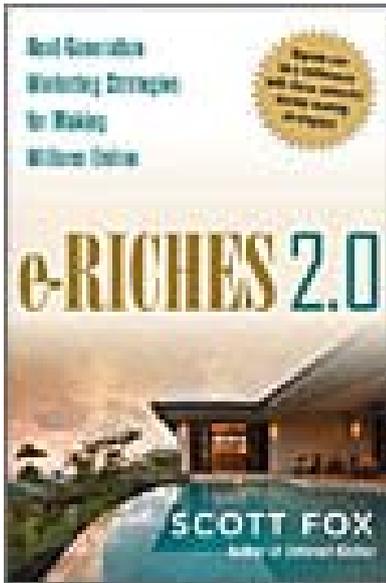
Synopsis: Discover how to leverage the power of the Facebook community to achieve your business marketing goals

Facebook boasts an extremely devoted user base, with more than 65 billion page visits per month. With Facebook, an organization can market and promote their brand, products, or services via the network's built-in components of profile pages, polls, community building, advertising, word-of-mouth marketing, and business applications. This insightful resource focuses on the strategies, tactics, and techniques necessary to lead your organization into the world of Facebook marketing.

Packed with vital real-world case studies, the book serves as a must-have guide for the most reliable, responsible, and ethical business and marketing practices with Facebook.

- * A helpful reference that discusses essential strategies, tactics, and techniques for excelling in the world of Facebook marketing
- * Examines setting up a business profile page, hosting an event on Facebook, and tracking your return-on-investment
- * Shares strategies for successful Facebook advertising campaigns
- * Demonstrates how to create widgets and Facebook applications

Face it: this essential book contains everything you need to know for your foray into Facebook marketing



Title: **e-riches 2.0 : next-generation marketing strategies for making millions online**

Publisher: New York, NY : AMACOM, 2009

Call no.: SME/C 658.872 ERT

Synopsis: Powerful Internet marketing strategies for e-commerce success!

Whether you're running an online business or looking to expand the web presence of your brick-and-mortar company, you'll need surefire marketing techniques if you want to attract more customers and make the kind of money you deserve. Following on the success of Internet Riches, top e-business entrepreneur and coach Scott Fox shares the powerful but simple marketing strategies that will propel your business to a whole new level of success. Combining inspiring stories with step-by-step instruction, e-Riches 2.0 reveals how to:

- build a fan base around yourself, your product, and your business
- build your email list
- use the latest e-market-ing tools, including blogs, online video, email newsletters, search engine marketing, podcasting, keyword ads, auto-responders, affiliate programs, RSS feeds, Twitter, social bookmarking, and social networks like Facebook, LinkedIn, and MySpace
- energize your online copywriting skills
- pitch a news story...then be ready to convert visitors once it brings them to your site

Packed with inspiring stories, insider secrets, and cutting-edge tools, this practical, money-making guide is your ticket to online success.



Title: US Consumer Product Safety Improvement Act Guidebook for SME Manufacturers

Publisher: Hong Kong : Federation of Hong Kong Industries, 2010

Call no.: SME/G 688.72 UCP

Synopsis: The demand for consumer goods is enormous today. Manufacturers around the world have been trying hard to produce goods that can meet the ever changing needs from consumers. As pressure continues to mount in the industries, manufacturers must not only put substantial efforts in achieving first-class product quality, but also carefully address the emerging public concerns on product safety.

As a result of a considerable number of recall incidents concerning product safety in 2007, the US Consumer Product Safety Improvement Act (CPSIA) was signed into law in August 2008. This new piece of legislation was an attempt by the US Government to improve safety, accountability, and record-keeping in regard to consumer products within the country.

In general, the CPSIA mainly controls the product safety issues associated with products that are intended primarily for children 12 years of age or younger. The legislation covers various safety issues including children's products containing lead, lead in paint, restrictions of specified phthalates in certain products, mandatory third party testing, product tracking labels, consumer product safety standards, etc.

As the United States represents one of the most important export markets for Hong Kong manufacturing industries, it is believed that the enforcement of the CPSIA would affect not only the toy industry, but also other manufacturing industries such as electronics, textile and clothing, household appliances, printing, publishing, jewellery, watches & clocks, footwear and furniture, etc., which are having regular business with US customers.

If our exported products fail to comply with the CPSIA requirements, our industries may have to face severe consequences in terms of prohibition of import, product recalls, goodwill damage as well as imposed penalties. In view of this, manufacturers should exercise the compliance works immediately in order to maintain continual access to the US market.

The aim of this guidebook is to provide information to the industries so that they will be able to understand the requirements of the CPSIA. In addition, this guidebook can provide guidance for the industries in managing different issues on product safety and leading them to achieve product compliance.

It is hoped that the industries in Hong Kong will not only be able to succeed in maintaining their existing business in the US market, but also increase their competitiveness and achieve success in various markets around the world through continuous hard works in achieving product safety.