



Business Resource List

Compiled by Stuart Gibbs, Business Librarian

Send questions to reference@libraryvisit.org

Books

The art of arranging flowers / Lynne Branard

The best friend's guide to planning a wedding : how to find a dress, return the shoes, hire a caterer, fire the photographer, choose a florist, book a band, and still wind up married at the end of it all / Lara Webb Carrigan.

Commercial floristry : designs and techniques / Sandra Adcock

From seed to bloom : a comprehensive guide to starting and growing a home based floral designed business / Jennifer Aquilia

How to start & manage a retail florist business : a practical way to start your own business / by Jerre G. Lewis

How to open & operate a financially successful floral and florist business both online and off / by Stephanie Beener.

My first ladies : twenty-five years as the White House chief floral designer : behind the scenes with

First Ladies Michelle Obama, Laura Bush, Hillary Clinton, Barbara Bush, Nancy Reagan and Rosalynn Carter / Nancy Clarke, with Christie Matheson.

Wedding flowers : bouquets and floral arrangements for the most memorable and perfect wedding day / Paula Pryke

Library Database (Must have a library card)

Business Insights: Global

Keyword- Floral, click on Market Share, Markets, Company Histories, Case Study

Business Source Premier

Keyword-flowers

FTD

<http://search.ebscohost.com.oh0248.oplin.org/login.aspx?direct=true&db=dmhco&AN=58B74BE7-1578-484B-BBF7-D864C49B4FE8&site=bsi-live>

1-800 Flowers

<http://search.ebscohost.com.oh0248.oplin.org/login.aspx?direct=true&db=dmhco&AN=BE2D03ED-1286-4597-BE82-D8A9675300D6&site=bsi-live>

DemographicsNOW

(enter geography)

Report Type: Retail Sales Potential Comparison

Florists

Gale Directory Library

Floral

Gale Virtual Reference Library

Click Business Plan Handbook under the Business on left then type in Floral

Lynda.com

Internet, business, entrepreneurship, Wordpress, SEO, Facebook for business, Java, Content marketing courses

Gale Courses

Accounting, managing people, software, communication, marketing, website design, and more

Morningstar

Enter ticker

FLWS -1800-Flowers

FTD- Florists Transworld Delivery

ReferenceUSA

US Business

Competition

Regional Business News

Floral

Small Business Reference Center

Floral

Websites

About Flowers

<http://www.aboutflowers.com/>

American Institute of Floral Designers

<http://aifd.org/>

California State Floral Association

<http://calstatefloral.com/>

Entrepreneur.com –Floral

<http://www.entrepreneur.com/article/229093>

Florist Review

<http://www.floristsreview.com/home/>

Publication

Flower Growing Expert

<http://www.theflowerexpert.com/content/flowerbusiness/floral-industry>

Holiday and Decorative Association

<http://www.hdanow.org/index.php>

Machine for Packaging Flowers

<http://www.wexar.com/industry/floral-case-former-erector-packaging-industry/>

Michigan Floral

<http://www.michiganfloral.org/>

Publication

Occupational Employment Statistics

Occupational Outlook Handbook-Floral Designers

<http://www.bls.gov/oes/current/oes271023.htm>

<http://www.bls.gov/oes/2009/may/oes271023.htm>

www.bls.gov/emp/ind-occ-matrix/occ_xls/occ_27-1023.xls (Excel)

<https://www.bls.gov/ooh/arts-and-design/floral-designers.htm>

<https://www.onetonline.org/link/summary/27-1023.00>

Open a Flower Shop

<http://openaflowershop.com/floral-industry.html>

Perishable News

<http://www.perishablenews.com/index.php?channel=6>

Produce Marketing Association

<http://www.pma.com/topics/floral>

Color Forecast, Country Production, Retail Environment

Society of American Florists

<http://www.safnow.org/>

Teleflora

<http://www.teleflora.com/>

Wholesale Florist and Florist Suppliers Association

<http://www.wffsa.org/aws/WFFSA/pt/sp/about>