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
   1-800 Flowers
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/

**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.wexxar.com/industry/floral-case-former-erector-packaging-industry/

**Michigan Floral**
http://www.michiganfloral.org/

**Occupational Employment Statistics**
**Occupational Outlook Handbook-Floral Designers**
http://www.bls.gov/oes/current/oes271023.htm
https://www.bls.gov/ooh/arts-and-design/floral-designers.htm
Open a Flower Shop
http://openaflowershop.com/floral-industry.html

Perishable News

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