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  

American Institute of Floral Designers  

California State Floral Association  

Entrepreneur.com –Floral  
[http://www.entrepreneur.com/article/229093](http://www.entrepreneur.com/article/229093)

Florist Review  

Flower Growing Expert  
[http://www.theflowerexpert.com/content/flowerbusiness/floral-industry](http://www.theflowerexpert.com/content/flowerbusiness/floral-industry)

Holiday and Decorative Association  

Machine for Packaging Flowers  

Michigan Floral  

**Occupational Employment Statistics**  
**Occupational Outlook Handbook-Floral Designers**  
[https://www.bls.gov/ooh/arts-and-design/floral-designers.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