MARKETING

Title	**BETP Guide to Services**
	How to Export Your Products and Services
Description	BETP Guide to Services
	A brief description of the functions and services of the Bureau of Export Trade Promotion (BETP) and its various divisions in the three functional groups
	How to Export Your Products and Services
	A basic guide to exporting, this publication provides information on the general procedures on how to go about the process of export documentation.
Publication Date	2008; 2006
Frequency	As needed
Language	English
Pages	Guide – 1 page in folded format
	How to… - not specified
Price	Not for sale
Publisher	Department of Trade and Industry (DTI)
	Bureau of Export Trade Promotion (BETP)
	Phone: (02) 899.0133 / 890.4655
	Fax: (02) 890.4716
	E-mail: betpmtdr@dti.gov.ph
Available Format	How to… - CD-ROM
	Guide – Hard copies

Title	**Trade Secrets: The Export Answer Book for Small and Medium-Sized Exporters**
Description	Customized to suit the needs of exporting enterprises in the Philippines by answering the most commonly asked questions related to the export process, this handbook covers market research, cultural issues, marketing, market entry methods, agents and distributors, trade shows, regulations, quality standards, pricing, financing and getting paid, transportation, documentation, packaging and labeling, trade agreements.
Publication Date	2000
Frequency	One-time publication
Language	English
Pages	Approximately 240
Price	P500
Publisher	Department of Trade and Industry (DTI) Philippine Trade Training Center (PTTC) Phone: (02) 468.8962 to 70 Fax: (02) 833.0809/ 831.9988 E-mail: info@pttc.gov.ph Website: www.pttc.gov.ph
	and
	International Trade Center (ITC) Phone: (4122) 730-0111 Fax: (4122) 733-4439 E-mail: itcreg@intracen.org Website: www.intracen.org
Available Format	Hard copies Available at PTTC only

Title	**Secret of Electronic Commerce: A Guide for Exporters**
Description	A handbook identifying SME issues and constraints with regard to e-commerce; explains how to develop an e-commerce strategy and conduct online market research; outlines marketing and online communication techniques; answers questions on legal and financial issues; highlights characteristics of successful websites; deals with online procurement
Publication Date	2000
Frequency	One-time publication
Pages	Approximately 332
Price	P600.00
Publisher	Department of Trade and Industry (DTI) Philippine Trade Training Center (PTTC) Phone: (02) 468.8962 to 70 Fax: (02) 833.0809/ 831.9988 E-mail: info@pttc.gov.ph Website: www.pttc.gov.ph and International Trade Center (ITC) Phone: (4122) 730-0111 Fax: (4122) 733-4439 E-mail: itcreg@intracen.org www.intracen.org
Available Format	Hard copies Available at PTTC only

Title	**E-Commerce Workshop E-Book**
Author	Janette Toral
Description	The E-Commerce Workshop E-Book tackles the following lessons: Lesson #1: What is Electronic Commerce? Lesson #2: Guide to Researchers Lesson #3: Advantages & Disadvantages in E-Commerce Lesson #4: Business Models within E-Commerce (B2C/E-Banking) Lesson #5: Online Shopping (Business Models within E-Commerce) Lesson #6: E-Learning (Business Models within E-Commerce) Lesson #7: Guidelines for Merchants Lesson #8: Business-to-Business (Business Models within Lesson #9: Mobile Commerce (Business Models within E-Commerce Lesson #10: The E-Commerce Law Lesson #11: E-Government Lesson #12: E-Commerce Strategy Lesson #13: Internet Branding Lesson #14: Internet Advertising Lesson #15: Internet Payments Lesson #16: E-Commerce Project Plan
Publication Date	May 2004
Frequency	One-time publication
Price	$5
Publisher	Digital Filipino.com E-mail: janette@digitalfilipino.com Website: www.digitalfilipino.com
Available Format	Book

Title	**The Digital Filipino: An E-Commerce Guide for the eFilipino Book**
Author	Janette Toral
Description	The book is about electronic commerce that covers a multi-disciplinary approach. It tackles the building blocks of electronic commerce and the developments in the Philippines and neighboring countries reflecting the latest research.
	It used in-depth case studies of companies that have used unique strategies to win the trust and confidence of the Internet community.
	It is a comprehensive analysis on the challenges, opportunities and lessons learned of companies and the government.
	There a lot of e-commerce books available in the bookshelves but are mostly published in Western countries and covers only situations in their part of the world. There is a need for a book that speaks more about our country that can be used as a reference by aspiring entrepreneurs who wanted to venture in e-commerce.
	The book can be used by students and SMEs in understanding the e-commerce paradigm to make them aware beyond the theories that they may have already read.

Book contents:
I. Foreword by Senator Ramon B. Magsaysay Jr.
II. Introduction

- What is e-commerce?
- Why do some refer to e-commerce as B2B and B2C?

- How long has the Philippines been practicing e-commerce?
- Why should companies do e-commerce? Is this only for big companies?
- What is the implication of e-commerce to the supply chain?
- What are the ways of doing e-commerce?
- What are the media used in doing e-commerce?
- How can SME benefit from e-commerce?

III. Doing E-commerce Through EDI
- What is EDI?
- What is a trading partner?
- What does a VAN do?
- What do I need to do EDI?
- What does a VAN do?
- Dealing with trading partners in a B2B environment.
- Who are the companies using EDI locally?
- What makes an EDI/e-commerce project successful?
- What makes an EDI/e-commerce project fail?
- What is the difference between EDI and the Internet? Which is better?
- Which is better? VANs or Internet? How is it different from other free from data structures?
- How many VANs do we have in the Philippines? Who are they?

IV. **Establishing Your Presence on the Internet**
- What is a domain name?
- Registering a domain name

- Choosing a web site hosting service
- Building your site
- Collecting payment
- Securing your site
- Getting venture capital
- Marketing your site

V. Legal Issues on E-commerce
- FAQ on the E-commerce Bill

VI. E-commerce initiatives by government
- An interview with President Joseph Estrada

VII. Statistics
VIII. Opportunities and challenges
Appendix A Senate Bill 1902
Appendix B House Bill 9971
Appendix C Senate Bill 2025

Publication Date	June 2000
Pages	Not specified
Language	English
Price	$4
Publisher	Digital Filipino.com E-mail: janette@digitalfilipino.com Website : http://www.digitalfilipino.com
Available Format	Book

Title	**Visual Merchandising 2: Image & Identity**
	Visual Merchandising 5
Description	Visual Merchandising 2: Image & Identity The second edition of this reference book covers compelling window and in-store displays, storewide promotions, point-of-purchase displays, image and identity collateral materials, sign design, and website design.
	Visual Merchandising 5 This collection features excellent presentations including those for apparel, accessories, electronics, specialty items, food shops and restaurants, seasonal and Christmas windows in New York, and more.
Publication Date	Visual Merchandising 2 – July 2000 Visual Merchandising 5 – June 2007
Frequency	As needed
Language	English
Pages	Visual Merchandising 2 – 176 Visual Merchandising 5 – 146
Publisher	ST Media Group International, Inc. Cincinnati Ohio
Available Format	Hardcover Available in Powerbooks and other specialty Bookstores

Title	**Color Folders in the Mind: A Branding Story**

Description

Marketing introduces a brand to the consciousness of the target customers. This publication contains the most compelling reason why brand building has become so important in today's market. In the words of marketing educator Dr. Karen V. De Asis: "*Time has become a most expensive individual resource, gawking over merchandise, checking each and every stock item in a category and spending hours in the retail area is no longer a practice of the new-age consumer. Thus, the importance of getting the brand in the mind of the consumer, to be part of his initial selection even before stepping into a retail space.*"

This book contains a wealth of insights into brand building. It begins with a discussion on how important it is for a brand to secure a space in the mind of consumers and how this space is ultimately defined by a brand story and value proposition. These defining factors are the basis used by consumers in choosing a particular brand over others. The author highlights the importance of market research in building strong brands, identifies un-served and underserved markets, including potential target markets, the silver citizen, male homemakers, and ethical consumers. The book emphasizes the importance of top-level support in successful brand marketing.

Publication Date   September 2006

Available Format   Handbooks are available at National Bookstore outlets and on selected PowerBooks and Book for Less outlets.

Title	**User-Friendly Marketing Research**
Author	Eduardo L. Roberto, Ph.D.
Description	This book deviates from the usual treatment of marketing research found in standard marketing research textbooks, not simply for the sake of being different. It is essentially a response to a real, felt need among marketing professionals and practitioners. This book is for Brand and Marketing Managers, Advertising Executives, and Managers who want to know how to: make their advertising accountable, use name and package testing to their full advantage, effectively set or change prices through price pre-testing, test sales effectiveness via test marketing and benchmarking to manage the marketing research function.
Publication Date	1999
Frequency	One-time publication
Language	English
Pages	Various pages
Price	Not specified
Publisher	Asian Institute of Management (AIM) Phone: (02) 892.4011 to 25 Fax: (02) 817.9240 E-mail: aimnet@aim.edu Website: www.aim.edu
Available Format	Hard copies

Title	**Unleashing the Ideavirus, Permission Marketing**
Author	Seth Godin
Description	This publication entertains the reader while successfully setting off bursts of ideas along the way. Rather than marketing at the consumer, Godin's approach seeks to maximize the spread of information from customer to customer. The book provides the expected examples of successful ideavirus marketing, which then develops a recipe for concocting your own ideaviruses. In order to show how to make your idea infectious, the book examines what makes a powerful 'sneezer', how 'hives' work, and applies the concepts of critical velocity, vector, medium, smoothness, persistence, and amplifiers. As Godin shows, the now-familiar idea of viral marketing is one very specific form of ideavirus marketing. Most businesses will not be able to engage in true viral marketing, but all can use the ideavirus approach.
Publication Date	2001
Frequency	One-time publication
Language	English
Pages	223
Price	Hardcover – $40 Paperback – $11.20
Publisher	Not specified
Available Format	Book (Hardcover and paperback)

Title	**Directory of Philippine Merchandise Exporters 2006**
Description	The directory contains the names of 4,809 exporters in 2006, who negotiated/collected, through banks, payments on their shipments in the said year, based on reports submitted by banks to the Bangko Sentral ng Pilipinas (BSP). The listing includes names of the exporters, their corresponding codes, addresses, telephone/fax numbers, e-mail/website address, Tax Identification Numbers (TIN), export products, and country destination of exports.
Publication Date	2007
Frequency	Annual
Language	English
Pages	320
Price	Not for sale. Limited free copies only.
Publisher	Bangko Sentral ng Pilipinas (BSP) Corporate Affairs Office Phone: (02) 523.4832 Fax: (02) 523.6210 E-mail: corao@bsp.gov.ph
Available Format	Hard and soft copies Download PDF at www.bsp.gov.ph

Title	**Coffee Directory**
	Philippine Coffee Exporters Directory
	ICOCA Primer

Description	<u>Coffee Directory</u> This contains the lists of coffee suppliers, buyers, co-networks, and partners.
	<u>Philippine Coffee Exporters Directory</u> This contains the lists of all accredited coffee exporters with their contact details and assigned exporter's code.
	<u>ICOCA Primer</u> A brief description of the functions and services of International Coffee Organization Certifying Agency (ICOCA)
Publication Date	Coffee Directory – 2007 Exporters Directory – 1983
Frequency	Annual
Language	English
Pages	Coffee Directory – 12 Exporters Directory – 10
Price	Not for sale. Free copies are available upon request with the publisher.
Publisher	Department of Trade and Industry (DTI) International Coffee Organization Certifying Agency (ICOCA) Telefax: (02) 897.0515 E-mail: icoca@dti.gov.ph/icocadti@yahoo.com
Available Format	Hard and soft copies

Title	**Philippine Food Product Catalogue**
Description	It is a publication of the Bureau of Domestic Trade (BDT). It features over a hundred food manufacturers and exporters in the Philippines, offering a wide array of products in the following food sectors: snack foods; baked products; processed fruits and vegetables; wines and beverages; sauces and condiments; processed meat products; frozen/processed marine products; organic and natural products; and other food products.
	The catalogue provides local and foreign buyers with updated and useful information on Philippine food manufacturers and their products. It includes profiles on the Philippine food industries, the regional and provincial food products and delicacies, and the One Town, One Product (OTOP-Philippines). Food manufacturers that comply with certification standards and requirements of Goof Manufacturing Practice (GMP), Hazard Analysis and Critical Control Point (HACCP), Halal, and Kosher, and producers of organic and OTOP-priority products are also highlighted.
Publication Date	May 2008
Frequency	One-time publication
Pages	196
Publisher	Department of Trade and Industry (DTI) Bureau of Domestic Trade (BDT) - Supply Chain Management Division Phone: (02) 751.0384 loc. 2242 and 2240 E-mail: bdt@dti.gov.ph
Available Format	Hard copies, CD Installer

Title	**PHILEXPORT'S News and Features**
Description	PHILEXPORT News and Features (PNF) PNF is the major policy advocacy paper released every Friday to all newspapers and radio and TV stations nationwide. It carries PHILEXPORT's positions on issues, news, and feature stories on important market events and activities. Market Update, Policy Advisories and Activities Bulletin Contains news and feature stories with policy and market implications. E-mailed to all sectoral PHILEXPORT members within 48 hours after relevant information is received by PHILEXPORT. Sources include embassies, online newsletters and other publications, local and international business support organizations, and other similar agencies.
Publication Date	PNF – Every Friday Bulletin – No set date
Frequency	PNF – Weekly Bulletin – As needed
Pages	PNF- 5; Bulletin - 1
Price	Not for sale
Publisher	Philippine Exporters Confederation, Inc. (PHILEXPORT) Phone: (02) 833.2531 to 34 Fax : (02) 831.3707 E-mail: communications@philexport.ph
Available Format	PNF – Hard and soft copies Bulletin – Soft copies