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2013 Winner Announcement

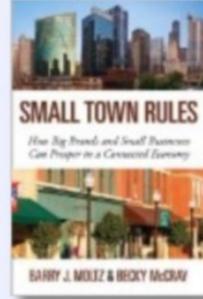


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"Small Town Rules" A Winner in 2013 Small Business Book Awards

Nominated for a Small Business Book Award in: Economics
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"Small Town Rules: How Big Brands and Small Businesses Can Prosper in a Connected Economy" is written by Becky McCray and Barry Moltz. It is published by Que Publishing.



Technology and economics are transforming business in an unexpected way: suddenly, even the largest companies must compete as if they were small, local businesses. Today customers can talk to everyone else across the nation, and people listen to them directly. It's just like doing business in a small town, where "reputation is forever."

In a small town, word of mouth is the most powerful force there is. Everyone in town knows about the business. If the quality and service are good -- or bad -- everyone soon knows. When you and your team run your business as if every potential customer will eventually know everything about your business, you naturally will keep quality and service standards high.

Communities and personal connections are critical to success. The best small-town and rural entrepreneurs have been successfully overcoming these challenges for centuries. Small Town Rules adapts these lessons and techniques for today's new "global small town": one knitted together through the Web, Facebook, and Twitter.

Twitter ID: @barrymoltz and @BeckyMcCray

Facebook: <http://www.facebook.com/barrymoltz>

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Welcome to the 5th Annual Small Business Book Awards for 2013, brought to you by the award-winning *Small Business Trends*. The Awards celebrate the best business books that entrepreneurs, small business owners, CEOs, managers, and their staffs should read.

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