

TowsonGlobal

Bridging Global Markets

At a Glance Information - September 2009

ANNOUNCEMENTS

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EVENTS

- September 22, 2009 [Nuts & Bolts of Starting and Planning Your Business](#) (SBDC)
- September 23, 2009 [Developing a Winning Business Plan](#) (SBDC)
- September 23, 2009 [Developing a Strategic Marketing Plan](#) (SBDC)
- September 25, 2009 [Maryland International Trade & Embassy Conference](#) (WTCI)
- September 30, 2009 [Selling IT Services to the Federal Government](#) (SBDC)

Make Purchases without Cash

Martin, Justin, *CNNMoney.com*. 06/29/2009

In the midst of the global economic recession, money is tight. As a result, many businesses are finding it much harder to part with it. Solution—Barter! That's right; the old school method of trading one good for service for another is making a comeback. Many small businesses who cannot afford or simply prefer not to part with large amounts of cash have found the method an ideal solution for continuing to conduct business without draining their bank accounts.

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Analytics 101: Valuable Insights from Cheap Tools

Waxer, Cindy, *CNNMoney.com*. 06/23/2009

Websites have become a crucial part of business today. To succeed, businesses need a website that draws customers in, conveys information effectively, and keeps customers coming back. However, many fail to realize the simple mistakes they are making that reduce the effectiveness of their site; but there is hope. Web analytics can help companies improve their websites by providing specific improvements, such as: keywords that will increase visits, pin-pointing when customers abandon shopping carts, and providing top referral sites.

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TowsonGlobal, the Business Globalization Center, is Towson University's international incubator that helps both domestic and foreign entrepreneurial ventures learn how to compete in the global economy, both at home and abroad. TowsonGlobal provides businesses a wide range of support, including high-quality, affordable office facilities; business counseling; mentoring; networking assistance; workshops and other educational forums; and access to an active advisory board comprised of executives in technology, financial and legal services, logistics, manufacturing, contracting and venture capital fields.

Contact TowsonGlobal!

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