

New Normal Start Up Resources 2025

By

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Sections Include:

Idea Validation – How to Validate Your Startup Idea
Bootstrapping
Pitching
Lean Startup
Customer Development [CustDev]
Minimum Viable Product [MVP]
Launching
Funding/Venture Capital/Seed Capital/Angel Investing
Landing Page Optimization
PR/Press/Marketing
Conversion Rate Optimization
Tools, Resources, New Normal and Videos
Subject Tracer™ Information Blogs

Validation - How to Validate Your Startup Idea:

Business Idea Generator

<https://www.bizideas.ai/>

Codigital Real-Time Ideas Engine

<http://www.codigital.com/>



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Contribber - Unlock the Potential of Your Startup

<https://www.contribber.com/>

Four Simple Low Resolution Innovation Tests - How to Validate Your Innovation

<http://blogs.hbr.org/anthony/2011/06/four-simple-ways-to-do-transac.html>

Hoaxy® - Visualize the Spread of Claims and Fact Checking

<http://hoaxy.iuni.iu.edu/>

How Do We Identify Good Ideas?

<http://www.wired.com/wiredscience/2012/01/how-do-we-identify-good-ideas/>

How to evaluate your business idea

<http://us.moo.com/ideas/evaluate-your-business-idea.html>

How To Test Your Business Idea

<https://www.nerdwallet.com/article/test-business-idea>

How to Validate Your Business Ideas Without Spending a Dime

<https://www.entrepreneur.com/article/289297>

Javelin – Idea to Successful Product

<http://www.javelin.com/>

Mindly - Organize Your Inner Universe

<http://www.mindlyapp.com/>

Proof-of-Concept Revolution – Fast Track Open Innovation

<https://proov.io/>

So you want to do a startup?

<http://www.slideshare.net/missrogue/so-you-want-to-do-a-startup-eh>

startHow to Test Your Minimum Viable Product

<http://www.inc.com/steve-blank/how-test-prototype-minimum-viable-product.html>

Test your startup idea

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Bootstrapping:

50 Bootstrapping Hacks for Every Stage of Your Startuip

<https://fi.co/insight/50-bootstrapping-hacks-for-every-stage-of-your-startup>

BootStrapp

<https://bootstrapp.co/>

Bootstrapping.io email newsletter

<http://bootstrapping.io/>

The Bootstrappers' Bible by Seth Godin (pdf)

<http://sethgodin.typepad.com/files/8.01.bootstrappersbible-1.pdf>

Pitching:

15 Dumb Mistakes to Avoid When Pitching Investors

<http://www.inc.com/young-entrepreneur-council/12-dumb-mistakes-to-avoid-when-pitching-investors.html>

How to Craft the Perfect Marketing Elevator Pitch

<http://blog.hubspot.com/blog/tabid/6307/bid/33822/How-to-Craft-the-Perfect-Marketing-Elevator-Pitch.aspx>

How to Not Suck at Pitching Your Idea

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How to Pitch an Idea

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Lean Startup:

Running Lean – Iterate From Plan A To A Plan That Works

<http://runninglean.co/>



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The Lean Startup

<http://lmalmanza.wordpress.com/2012/06/12/understanding-lean-startup-in-1550-words/>

Customer Development [CustDev]:

95 Ways to find your first customers for customer development or your first sale

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Genus AI – Understand and Engage With Your Customers In An Emotionally Intelligent Way

<https://genus.ai/>

The Most Important Elements of Interviews with Prospective Customers

<http://www.telleen-lawton.com/2013/01/12/the-most-important-elements-of-prospective-customer-interviews/>

Tips for Customer development

<http://welovelean.wordpress.com/2012/11/16/customer-development-is-awkward-heres-some-ti/>

Twelve tips for customer development interviews

<http://www.dancingmango.com/blog/2012/12/14/twelve-tips-for-customer-development-interviews/>

Minimum Viable Product [MVP]:

How To Build A Minimum Viable Product (MVP)

<http://grasshopperherder.com/the-four-parts-of-a-minimal-viable-product/>

How to test your MVP

<http://www.inc.com/steve-blank/how-test-prototype-minimum-viable-product.html>

MVP Doesn't Mean Anything

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Proof-of-Concept Revolution

<https://proov.io/>

Launching:

Burnout - Connected Apps To Run Your Startup

<https://burnout.so/>

How to Launch Anything - by Nathan Barry

<http://www.smashingmagazine.com/2013/06/28/how-to-launch-anything/>

How to effectively launch your new product or service

<http://blog.pressdoc.com/2011/06/how-to-effectively-launch-your-new-product-or-service.html>

How to launch a new product

<http://calacanis.com/2008/12/23/how-to-launch-a-new-product/>

LaunchingNext – Best Startup Tools

<https://www.launchingnext.com/tools/>

Mastering Product Launches - A course by Nathan Barry

<http://nathanbarry.com/launch/product/>

The Art of Launching an App: A Case Study

<http://uxdesign.smashingmagazine.com/2012/04/05/art-of-launching-app-case-study/>

YoungStartUp Ventures

<http://www.youngstartup.com/>

Funding/Venture Capital/Seed Capital/Angel Investing:

Crowdfunding Resources 2022/2023 White Paper Link Dataset Compilation

<http://www.CrowdFundingResources.info/>



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CB Insights Venture Capital Database

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Marketplace for pre-IPO investments

<http://equityzen.com/e/>

New Trends In Startup Financing Explained For Laymen

<http://www.kalzumeus.com/2010/09/02/new-trends-in-startup-investing-explained-for-laymen/>

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Term Sheets

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<http://www.wsgr.com/WSGR/Display.aspx?SectionName=practice/termsheet.htm>

The Eight Best Questions We Got While Raising Venture Capital

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11 Simple (But Critical) Tips for Creating Better Landing Pages

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36 Articles and Resources to Help You Complete Your Next LPO Project

<http://www.marketingexperiments.com/blog/research-topics/landing-page-optimization-research-topics/36-articles-and-resources-to-complete-lpo.html>

A 50-Point Checklist For Creating The Ultimate Landing Page

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The 8 Questions That Create Perfect Landing Page Copy

<http://blog.kissmetrics.com/high-impact-landing-copy/>

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10 Essential PR Tips for Startups

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109 Ways to Make Your Business Irresistible to the Media – "The publicity is there for the taking." by Patrick Garmoe about marketing your business via press attention

<http://www.copyblogger.com/irresistible-pr/>

22 Tips on How To Operate a Trade Show Booth

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92 Ways to Get (and Maximize) Press Coverage

<http://moz.com/blog/92-ways-to-get-and-maximize-press-coverage>

99 Tips for Poor Web Startups

<http://www.avivadirectory.com/branding/?p=1>

eMarketingBot – 2025 Search Engine for Marketing Resources

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eMarketing Miniguide 2025

<http://www.eMarketingMiniguide.com/>

Engine - The Voice of StartUps In Government

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How Do I Sell A General-purpose Tool?

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I Pitched @TechCrunch And 13 Ways To Get Press When You Launch Your Startup

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How to Demo your Startup Parts One & Two

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How to get massive traction & usage to your product?

<https://medium.com/on-startups/5c67ec8ea4b1>

How To Get Media Coverage For Your Startup – A Complete Guide

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How to pitch your company to investors, customers, and employees

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How To Scale Your Values Along With Your Startup

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HOW TO: Sign Up Users Even Before You Launch Your Startup

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JustReachOut – Attract Journalists – Pitch With Relevance

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Leading With Purpose: How Marketing and Sales Leaders Can Shape the Next Normal

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<http://blog.kissmetrics.com/ultimate-guide-startup-marketing/>

The Ultimate Inbound Marketing Kit for Startups

<http://offers.hubspot.com/startup-marketing-plan-blueprint>

What are the best places to get press coverage for a SAAS B2B tool?

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Conversion Rate Optimization:

5 Psychological Principles of High Converting Website (+20 Case Studies)

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The Definitive How-To Guide For Conversion Rate Optimization

<http://moz.com/blog/the-definitive-howto-for-conversion-rate-optimization>

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12Manage - The Executive Fast Track

<https://www.12manage.com/>

27 Best Websites and Resources for StartUp Founders

<https://blog.mvp-space.com/27-best-websites-and-resources-for-startup-founders-451277efd4a9>

250+ Free Online Business Courses for Founders

<https://docs.google.com/spreadsheets/d/1NE6XU3OUcLSeCGdGa4Y-HqdVYxyYvC3wZuIV68LMBcE/htmlview>

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2020 Season Recap: Building and Scaling New Business

<https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/2020-season-recap-building-and-scaling-new-businesses>

2020 Year in Review: Highlights from Our Publishing

<https://www.mckinsey.com/featured-insights/2020-year-in-review>

2021 Global Report: The State of New-Business Building

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2021 Turning Point: Reinvention and Opportunity in the Economy of the Future

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2022/2023 Guide to Finding Experts by Using the Internet

<http://www.FindingExperts.info/>

2022/2023 Guide to Finding People Resources and Sites

<http://www.FindingPeople.info/>

2022/2023 Guide to Internet Privacy Resources and Tools

<http://www.2022InternetPrivacy.com/>

2025 Directory of Directories

<http://www.2025DirectoryOfDirectories.com/>

2025 Green Files

<http://www.GreenFiles.info/>

2025 Guide to Searching the Internet

<http://www.SearchingTheInternet.info/>

2025 New Economy Resources

<http://www.2025NewEconomy.com/>

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<http://www.ZillmanPublications.com/>

2025 Reference Resources

<http://www.2025ReferenceResources.com/>

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Accelerating Analysis to Navigate COVID-19 and the Next Normal

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Adapting to the Next Normal in Retail: The Customer Experience Imperative

<https://www.mckinsey.com/industries/retail/our-insights/adapting-to-the-next-normal-in-retail-the-customer-experience-imperative>

A Dual Cybersecurity Mindset for the Next Normal

<https://www.mckinsey.com/business-functions/risk/our-insights/a-dual-cybersecurity-mindset-for-the-next-normal>

After the First Wave: How CIOs Can Weather the Coronavirus Crisis

<https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/after-the-first-wave-how-cios-can-weather-the-coronavirus-crisis>

Agility in the Time of COVID-19: Changing Your Operating Model in an Age of Turbulence

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Analytics Transformation in Wealth Management

<https://www.mckinsey.com/industries/financial-services/our-insights/analytics-transformation-in-wealth-management>

“And Now Win the Peace”: Ten Lessons From History for the Next Normal

<https://www.mckinsey.com/featured-insights/leadership/and-now-win-the-peace-ten-lessons-from-history-for-the-next-normal>

An Early View of Post-COVID-19 Discretionary Spending in Asia

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An Operating Model for the Next Normal: Lessons from Agile Organizations in the Crisis

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A Post-COVID-19 Commercial-Recovery Strategy for B2B Companies

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A Pandemic Digital Silver Lining: Companies Digitized Many Activities 20 to 25 Times Faster During COVID-10

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Are You Ready for the Hybrid Workplace?

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Beyond Coronavirus: The Path to the Next Normal

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Box Notes - Real Time Online Note-Taking for Teams

<https://www.box.com/notes>

Building a Tech-Services Ecosystem to Deliver Products – Not Applications

<https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/building-a-tech-services-ecosystem-to-deliver-products-not-applications>

Building New Businesses: How Incumbents Use Their Advantages to Accelerate Growth

<https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/building-new-businesses-how-incumbents-use-their-advantages-to-accelerate-growth>

Building a Stronger, More Inclusive U.S. Workforce

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Building Your Brand in a Post-Pandemic Market

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Bytestart - The Small Business Portal

<http://www.bytestart.co.uk/>

Caffe - Deep Learning Framework

<http://caffe.berkeleyvision.org/>

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Celebrating Creativity and Innovation

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To Weather a Crisis, Build a Network of Teams

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<https://www.upwork.com/>

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White Papers 2022/2023/2024/2025 by Marcus P. Zillman, M.S., A.M.H.A.
<http://www.WhitePapers.us/>

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Why Business Building Is the New Priority for Growth

<https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/why-business-building-is-the-new-priority-for-growth>

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<https://ritikamehta.substack.com/p/why-the-next-wave-of-startups-will>

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<https://www.mckinsey.com/industries/public-and-social-sector/our-insights/will-productivity-and-growth-return-after-the-covid-19-crisis>

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<https://www.mckinsey.com/about-us/new-at-mckinsey-blog/marc-canal-will-productivity-and-growth-return>

WorkflowMax - All-In-One Job Management

<http://www.workflowmax.com/>



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Subject Tracer™ Information Blogs

Subject Tracer™ Information Blogs created and developed by the Virtual Private Library™ combine the best of the latest tools on the Internet. Using bots, blogs and news aggregators the Subject Tracer™ Information blogs generate RSS feeds with the latest resources to create a current information resource flow through niched subject tracers. I am proud to be the creator of the Internet's first Subject Tracer™ Information Blogs:

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Artificial Intelligence Resources

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Astronomy Resources

<http://www.AstronomyResources.info/>

Auction Resources

<http://www.AuctionResources.info/>

Biological Informatics

<http://www.BiologicalInformatics.info/>

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Data Mining Resources

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Directory Resources

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eCommerce Resources

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Education and Academic Resources

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<http://www.ElderResources.info/>

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<http://www.EmploymentResources.info/>

Entrepreneurial Resources

<http://www.EntrepreneurialResources.info/>

Fact Checker Directory

<http://www.FactCheckers.us/>

Financial Sources

<http://www.FinancialSources.info/>

Finding People

<http://www.FindingPeople.info/>

Games Resources

<http://www.GamesResources.info/>

Genealogy Resources

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Grant Resources

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Green Files

<http://www.GreenFiles.info/>

Grid, Distributed and Cloud Computing Resources

<http://www.GridResources.info/>

Healthcare Resources

<http://www.HealthcareResources.info/>

Information Futures Markets

<http://www.InformationFuturesMarkets.com/>

Information Quality Resources

<http://www.InformationQualityResources.info/>

International Trade Resources

<http://www.InternationalTradeResources.info/>

Internet Alerts

<http://www.InternetAlerts.info/>

Internet Demographics

<http://www.InternetDemographics.info/>

Internet Experts

<http://www.InternetExperts.info/>

Internet Hoaxes

<http://www.InternetHoaxes.info/>

Intrapreneurial Resources

<http://www.IntrapreneurialResources.info/>

Journalism Resources

<http://www.JournalismResources.info/>



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Knowledge Discovery

<http://www.KnowledgeDiscovery.info/>

Military Resources

<http://www.MilitaryResources.info/>

New Economy Resources

<http://www.NewEconomyResources.com/>

Outsourcing/Offshoring Information and Resources

<http://www.OutsourcingOffshore.us/>

Privacy Resources

<http://www.PrivacyResources.info/>

Reference Resources

<http://www.ReferenceResources.info/>

Research Resources

<http://www.ResearchResources.info/>

RestStress™

<http://www.RestStress.com/>

Script Resources

<http://www.ScriptResources.info/>

ShoppingBots

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Social Informatics

<http://www.SocialInformatics.info/>

Statistics Resources and Big Data

<http://www.StatisticsResources.info/>

Student Research

<http://www.StudentResearch.info/>



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Tutorial Resources

<http://www.TutorialResources.info/>

World Wide Web Reference

<http://www.WWWReference.info/>

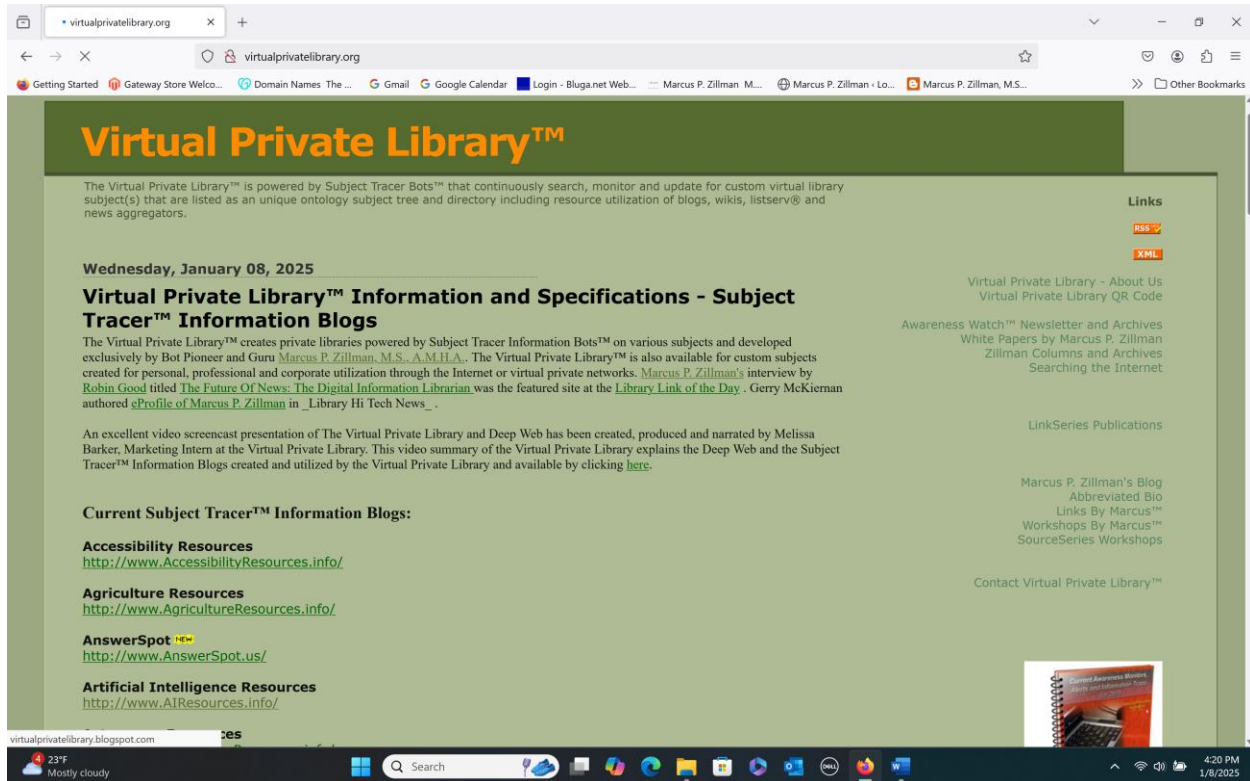


Figure 1: Virtual Private Library™

Author Information: Marcus P. Zillman, M.S., A.M.H.A. Executive Director of the Virtual Private Library is an international Internet expert, author, keynote speaker and corporate consultant in the area of information retrieval, knowledge discovery, knowledge harvesting, artificial intelligence and bots/intelligent agents. He has created numerous world wide web sites including 54 Subject Tracer™ Information Portals and Blogs; written a number of internet miniguides, white papers, manuals and books; hosted over 160 weekly Internet television shows,



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writes a weekly and monthly column on Current Awareness on the Internet; writes a monthly newsletter Awareness Watch and delivers keynote presentations throughout the international marketplace. He also actively delivers one and two day workshops for key industry sectors displaying how the Internet can be used as a tool to maintain current awareness and professional competencies.

Additional websites by Marcus P. Zillman, M.S., A.M.H.A.:

Marcus P. Zillman's Blog (30,000+ Postings)

<http://www.zillman.us/>

Marcus P. Zillman Abbreviated Bio

<http://www.zillman.info/>

Awareness Watch™ Newsletter

<http://www.AwarenessWatch.com/>

Marcus P. Zillman's Columns

<http://www.ZillmanColumns.com>

LinkSeries Publications

<http://www.LinkSeries.com/>

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<http://www.LinksByMarcus.com/>

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Research White Papers, Articles, Lectures and Speeches by Marcus P. Zillman, M.S., A.M.H.A.:

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<http://www.2025DirectoryOfDirectories.com/>

2025 Green Files

<http://www.GreenFiles.info/>

2025 Guide to Searching the Internet

<http://www.SearchingTheInternet.info/>

2025 New Economy Resources

<http://www.2025NewEconomy.com/>

2025 Reference Resources

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<http://www.ZillmanPublications.com/>

2022/2023 Guide to Finding Experts by Using the Internet

<http://www.FindingExperts.info/>

2022/2023 Guide to Finding People Resources and Sites

<http://www.FindingPeople.info/>

2022/2023 Guide to Internet Privacy Resources and Tools

<http://www.2022InternetPrivacy.com/>

Academic and Scholar Search Engines and Sources 2025

<http://www.ScholarSearchEngines.com/>

Artificial Intelligence (AI) Discovery and Detection Tools 2025

<http://www.AIDiscoveryTools.com/>

Bots, Blogs and News Aggregators 2025

<http://www.BotsBlogs.com/>



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<http://www.zillman.us/white-papers/grid-distributed-and-cloud-computing-resources-primer/>

Current Awareness Tools 2025

<http://www.CurrentAwarenessTools.com/>

Deep Web Research and Discovery Resources 2025 Online White Paper

<http://DeepWeb.us/>

eMarketing miniGuide 2025

<http://www.eMarketingMiniGuide.com/>

eReference Library Link Toolkit 2022/2023

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Fact Check Resources Miniguide 2025

<http://www.FactCheckMiniguide.com/>

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<http://www.FindingExperts.info/>

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Generative AI Resources 2025

<http://www.GenerativeAIResources.info/>

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Online Social Networking 2022/2023/2024

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Open DataSets 2025

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<http://www.WebGuideNewEconomy.com/>

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<http://www.InternetTutor.info/>

Visit this site to learn about the availability of Marcus P. Zillman to tutor you or your associate one on one in the privacy of your residence or office on the latest happenings of the Internet including Internet basics to advanced Internet searching using bots and creating your own personal blog.

Internet Speaking by Marcus P. Zillman, M.S., A.M.H.A.

<http://www.InternetSpeaker.net>

Visit this site to learn about Marcus P. Zillman's speaking engagements for your organization meetings and events. View and listen to his previous presentations as well as his weekly television shows.

Internet Consulting by Marcus P. Zillman, M.S., A.M.H.A.

<http://InternetConsultant.BlogSpot.com/>

Visit this site to obtain information about obtaining the consultation services of Marcus P. Zillman for your company including eCommerce audits, utilization of bots, blogs and news aggregators or the creation of your own personal virtual private library powered by Subject Tracer™ Information bots!

Current Awareness Monitors, Alerts and Information Traps

<http://www.ecurrentAwareness.com/>

Marcus P. Zillman's latest report Current Awareness Monitors, Alerts and Information Traps for is available for purchase online and for immediate download. This report is a comprehensive listing of the latest resources, sources and sites for current awareness on the Internet. This is a



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must read for anyone who must stay current in their profession and/or business activity as the list of URLs will keep you at the leading edge of your career.

Market Intelligence Resources

<http://www.MarketIntelligenceResources.com/>

Marcus P. Zillman's just released professional Internet MiniGuide is titled Market Intelligence Resources and is available for purchase online and immediate download. This 193 page digital miniguide represents a comprehensive listing of the latest resources, sources and sites to discover the latest Market Intelligence sources available on the Internet with many of them freely available! Designed specifically for today's entrepreneur, professional and/or investor.

Entrepreneurial Links 101

<http://www.EntrepreneurialLinks.com/>

Marcus P. Zillman's newly released 230+ page eReference digital book for the up and coming entrepreneur. Entrepreneurial Links 101 gives an alphabetical listing of the very best Internet and World Wide Web sites covering Entrepreneur Resources, Business Intelligence Resources and an extremely comprehensive list of Online Research Tools. This is considered by many to be the entrepreneur's bible for finding relevant and competent online resources!

Internet Privacy and Security Resources

<http://www.InternetPrivacySecurity.net/>

Marcus P. Zillman's latest eReference digital publication is a selected comprehensive alphabetical listing of the latest resources and sites covering all aspects of privacy and security currently available over the Internet. From the board room to the family room, these resources and sites give you the information you need to maintain your privacy and security as you use the Internet in your business and personal life.

Research Resources Online Guide

<http://www.ResearchResourcesOnline.net/>

Marcus P. Zillman's latest [LinkSeries Publication](#) is a 340 page digital guide of a selected comprehensive alphabetical listing of the latest and greatest resources and sites covering all areas of research that is currently available over the Internet. The guide covers online research resources and tools for the Newbie to research as well as the Seasoned researcher. Contents include: a) Research Resources, b) Research Tools, c) Student Research Resources Toolkit, d) Knowledge Discovery/Management and Data Mining Resources, e) Knowledge Discovery/Retrieval and the World Wide Web Resources, and f) Subject Tracer™ Information Blogs.



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The Survivor's Manual for The New Economy.

<http://www.NewEconomyManual.com/>

Marcus P. Zillman's latest LinkSeries Publication is a 239 page digital read that gives excellent resources and annotated sources for the new economy analytics, alerts, ecommerce, financial sources, invisible and deep web resources, social and business networking sources along with new economy competitive and business intelligence resources and an extremely comprehensive listing of new economy online tools.



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