

Our Mission

The mission of **Southwest Florida Business Today** is to provide the best business-to-business "marketplace" where business owners and executives operating in Southwest Florida buy and sell goods via the exchange of news-you-can-use, advertising, and information.

Here are the questions we ask ourselves about every article we write:

- ✦ Is it about business in Southwest Florida?
- ✦ Is it important to businesses in Southwest Florida?
- ✦ Is it timely?
- ✦ Is it accurate?
- ✦ Is it the truth?

Editorial Topics

Here are the vital business topics we will be covering in every issue of **Southwest Florida Business Today**:

- ✦ In-depth coverage of local news stories that most impact the Southwest Florida business community.
- ✦ Business advice on a broad range of topics and situations facing business owners and executives in Southwest Florida today.
- ✦ Updates on "What's New" with individual businesses and the people that work in the Southwest Florida business community.
- ✦ Educational materials, tools, resources and classes available to Southwest Florida business executives.
- ✦ Legislative updates and how they impact the operation of Southwest Florida business.
- ✦ Market updates to keep business owners and executives current with changes in the economic climate of Southwest Florida.

The missing piece is in your hands...
Southwest Florida Business Today.
Southwest Florida's B2B Marketplace.
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