

MARKETING INFORMATION SOURCES, PRINTED AND ELECTRONIC^a

This is a representative list of useful business and marketing resources from among the thousands that are available. For more a more comprehensive listing of business reference materials, consult one of the business information guides listed below in the topic section. Because so many excellent printed reference materials are available that are not duplicated on the Web, this list includes both printed and Web-based sources. Many of the printed sources have a Web counterpart that may be wholly or in part proprietary.

This resource list is presented in two parts. Part I is a title listing of printed and electronic resources, most of which are annotated as to special contents. Part II is a finding aid to resources listed by special topics or needs. In the following list, “electronic database” refers to a proprietary or fee-based database; “Internet resource” refers to a freely available site on the World Wide Web.

Part I. Title List of Major Business and Marketing Information Resources

ABI/Inform [Electronic database]

Various versions of this Web-based database produced by Proquest Information and Learning provide abstracting and indexing of up 1,500 business-related journals with ASCII full text, text plus graphics, and/or pdf page image files of over half of the titles. Also included is information on over 60,000 companies. An online guide is available.

The Ad Men and Women: A Biographical Dictionary of Advertising. (Edd Applegate, ed.) Greenwood, 1994.

Ad*Access [Internet resource] – <http://scriptorium.lib.duke.edu/adaccess/>

Features more than 7,000 advertisements published in U.S. and Canadian newspapers and magazines between 1911 and 1955.

Advanced Focus Group Research. (Edward E. Fern) Sage, 2001.

Scholarly examination of focus group research.

Advertising Age [Periodical, Internet resource] – <http://adage.com>

News and features about advertising, updated daily.

^a Compiled by Judith L. Violette, Indiana University-Purdue University Fort Wayne; December 2003

Advertising Age Encyclopedia of Advertising. (John McDonough and Karen Egolf, eds.) 3rd ed. Fitzroy Dearborn, 2002. 3v.

Covers the advertising industry primarily from both an historical and international perspective. Includes information about advertising agencies, campaigns, and brands.

Advertising Century [Internet resource] – <http://adage.com/century/>

The top 10 icons of the twentieth century, the top 100 campaigns, the top jingles and more including an advertising timeline.

Advertising Red Books [Electronic database]

The CD-ROM and Web versions of this databases are also available as three printed volumes published annually: 1) the Standard Directory of Advertisers, 2) the Standard Directory of Advertising Agencies, and 3) the Standard Directory of International Advertisers and Agencies. The database covers over 5,000 U.S. and international advertisers who spend more than \$200,000 annually and profiles over 14,000 U.S. and international agencies indicating fields of specialization, major accounts, and other information.

Advertising Research Foundation [Internet resource] – <http://www.arfsite.org/>

Advertising to Children: Concepts and Controversies. (M. Carole Macklin and Les Carlson) Sage, 1999.

Advertising World [Internet resource] – <http://advertising.utexas.edu/world/>

A comprehensive listing of marketing and advertising sites sponsored by the Department of Advertising, University of Texas Austin.

American Academy of Advertising [Internet resource] – <http://advertising.utexas.edu/aaa/>

American Advertising Federation [Internet resource] – <http://www.aaf.org/>

American Association for Public Opinion Research [Internet resource] – <http://www.aapor.org/>

American Association of Advertising Agencies [Internet resource] – <http://www.aaaa.org/>

Includes an ad agency search by agency name, geography, keyword, client or brand, industry or other factors.

American Demographics [Periodical, Internet resource] – <http://www.demographics.com>

A leading magazine featuring articles about current trends.

American Marketing Association [Internet resource] – <http://marketingpower.com>

The leading marketing association in America.

The American Marketplace: Demographics and Spending Patterns. 6th ed. New Strategist, 2003.

American Statistics Index see LexisNexis Statistical

Americans 55 & Older: A Changing Market. (Sharon Yntema, ed.) 3rd ed. New Strategist, 2001.

Covers attitudes and behaviors, education, health, housing, income, labor force, living arrangements, population, spending, and wealth. Also includes contact information by subject and a glossary of terms.

Ayer Glossary of Advertising and Related Terms. 2nd ed. Ayer, 1977.

Good for deciphering older advertising terms.

The B2B E-Commerce Handbook: How to Transform Your Business-to-Business Global Marketing Strategy. (Matt Haig) Kogan Paul, 2001.

Baby Boom: Americans Aged 35 to 54. Cheryl Russell) 3rd ed. New Strategist, 2001.

Basic Business Library: Core Resources. (Rashelle S. Karp and Bernard S. Schlessinger, eds.) 4th ed. Oryx, 2002.

Each of the 200 book and serial items included in the “core list” includes an excellent annotation regarding the scope and evaluation of the source. In addition to the core list, there are bibliographic articles on government information sources, investment sources, and key journals as well as other information.

Blackwell Encyclopedia of Management. (Gary L. Cooper and Chris Argyris, eds.) Blackwell Business, 1997. 11v.

Each of the eleven volumes is also issued as a separate “encyclopedic dictionary” covering such topics as accounting, business ethics, and strategic management.

Blackwell Encyclopedic Dictionary of Marketing. (Barbara R. Lewis and Dale Littler, eds.) Blackwell, 1997.

Bloomberg.com [Internet resource] – <http://bloomberg.com/>

Up-to-the-minute news and data about money and markets from Bloomberg. See especially the financial news section (<http://www.bloomberg.com/bbn>) and the business news section (<http://www.bloomberg.com/st/bbn/topten.html>).

Blue Book Directory [Internet resource] – <http://www.bluebook.org/>

Provides descriptions of services and facilities owned and operated by data collection companies, research companies and suppliers of related services throughout the United States, Canada and other countries.

Brand Failures: The Truth About the 100 Biggest Branding Mistakes of All Time. (Matt Haig) Kogan Paul, 2003.

Brands and Their Companies. Gale, annual. 3v.

Covers over 420,000 brands and the companies that own them. See also Companies and Their Brands.

Brands, Consumers, Symbols & Research: Sidney J. Levy on Marketing. (Sidney J. Levy; compiled by Dennis W. Rock) Sage, 1999.

BRASS Core Competencies for Business Reference: Marketing [Internet resource] – <http://www.ala.org/rusa/brass/coremkt.html>

Compiled by Bill Kinyon of Mars Hill College, this is a guide to sources that answer the most common marketing questions in a college library.

Broadcasting & Cable Yearbook. Bowker, annual.

This is a directory of more than 17,000 radio, television, and cable stations and the industry that serves them. Includes detailed market statistics.

Business Advisor [Internet resource] – <http://www.business.gov/>

Aims to “provide business with one-step access to federal government information, services, and transactions.” (Home page) Coordinates information from over 60 different government agencies. Sponsored by the Small Business Administration.

Business & Company Resource Center [Electronic database]

This database provided by Thomson/Gale is actually several different databases in one covering journal articles, news, consumer marketing data and market research reports and several other information sources.

Business Information: How to Find It, How to Use It. (Michael R. Lavin) 3rd ed. Oryx, 2002.

“Combines in-depth descriptions of major business publications and databases with explanations of concepts essential for using them effectively.” (Preface) Many examples are provided.

Business Plans Handbook: A Compilation of Actual Business Plans Developed by Small Businesses Throughout North America. (Kristin Kahrs, ed.) Gale, annual.

Business Rankings Annual: List of Companies, Products, Services, and Activities Compiled from a Variety of Sources. Gale, annual.

Published since 1989, this source lists and cites business rankings that appear in published sources. Detailed indexes and a bibliography are provided.

Business Source [Electronic database]

This web-based database from EBSCO host has no print counterpart. There are several versions available covering different numbers of business and trade journals and offering different numbers of titles full-text.

Business Statistics of the United States. (Courtenay M. Slater, ed.) 9th ed. Bernan, 2004.

Section I provides a wide variety of statistics about the state of the U.S. economy including prices, consumer income, and employment (more than 2000 data series in all). Section II provides industry profiles.

Cabell's Directory of Publishing Opportunities in Marketing. 8th ed. (2001-2002) Cabell, 2002.

Use this directory to find out more about the editorial policies and specific focus of 160 marketing journals.

CEO Express [Internet resource] – <http://www.ceoexpress.com/>

A comprehensive information site for CEO's that is especially useful for news of all kinds (general, business, financial, etc.) and for access to industry portals.

Children and Adolescents in the Market Place: Twenty-Five Years of Academic Research (Tomasita M. Chandler and Barbara M. Heinzerling). Pierian Press, 1999.

This annotated bibliography of articles published in academic journals and proceedings includes published from 1970 through 1995.” Chapters include: Learning the Consumer Role, Economic and Financial Behavior, Expenditures, Shopping Behavior, and Brand Preferences, Consumer Behavior Determinants, Public Policy, and Research with

Children.

Clicks, Bucks, and Brands. (Martin Lindstrom with Don Peppers and Matha R. Rogers). Kogan Page, 2001.

Commercial Atlas and Marketing Guide. Rand McNally, annual.

Population, economic, and geographic data for more than 128,000 U.S. places, including population estimates and projections, transportation and communications information, and many thematic maps are provided. Large, detailed state maps include an index of places with statistics.

Companies and Their Brands. Gale, annual.

A companion volume to Brands and Their Companies, this set is arranged by company name and lists the brand names, trademarks, and trade names owned by the company listed.

Competia Express (industry portal) [Internet resource] – <http://www.competia.com/express/>

A collection of industry portals.

Consumer Expenditure Survey [Internet resource] – <http://www.bls.gov/cex/home.htm>

This annual publication of the U.S. Bureau of Labor Statistics is available in many formats including Household Spending (listed below) and printed government BLS reports.

Consumer Latin America. 9th ed. Euromonitor, 2002.

One of several similar volumes for other areas of the world, this volume presents “volume and value statistics for over 330 product sectors (1996-2001) in 6 Latin American countries.

County and City Extra: Annual Metro, City, and County Data Book. Bernan, annual.

County and City Extra: Special Socioeconomic Census Edition. Bernan, 2003.

County and City Extra: Special Decennial Census Edition. Bernan, 2002.

Current Industrial Reports [Internet resource] – <http://www.census.gov/cir/www/>

Full-text reports in PDF format for both manufacturing and service industries are provided.

Data Sources for Business and Market Analysis. (John V. Ganly) 4th ed. Scarecrow, 1994.

Datamonitor's Business Information Center [Electronic database]

Provides analytical reports on more than 10,000 companies, 2,000 industries, and 50 countries. Live-feed news reports are also available.

Designing and Conducting Survey Research: A Comprehensive Guide. (Louis M. Rae and Richard A. Parker) 2nd ed. Jossey-Bass, 1997.

Dictionary of Marketing and Advertising. (Jerry M. Rosenberg) Wiley, 1995.

Over 5,000 terms are defined, including acronyms, organizations, and awards.

Dictionary of Marketing Terms. (Peter D. Bennett, ed.) 2nd ed. NTC Business Books, 1995.

Official publication of the American Marketing Association. Includes a list of references.

Dictionary of Marketing Terms. (Jane Imber and Betsy-Ann Tofler) 3rd ed. Barron's, 2000.

Direct Marketing Association [Internet resource] – <http://www.the-dma.org/>

Directory of International Direct and E-Marketing: A Country-by-Country Sourcebook of Providers, Legislation, and Data. (Federation of European Direct Marketing) 7th ed. Kogan Page, 2003.

Directory of Marketing Information Companies Featuring the Best 100. American Demographics, annual.

The E-Commerce Book: Building the E-Empire. (Steffano Korper and Juanita Ellis) 2nd ed. Academic, 2001.

E-Commerce Guide.com [Internet resource] – <http://www.ecommerce-guide.com/>

This site, designed for practitioners in e-commerce, features news, statistics, research, conferences and workshops, and a glossary of e-commerce terms.

E-Marketing Handbook: An Indispensable Guide to Marketing Your Products and Services on the Internet. (Matt Haig) Kogan Page, 2001.

E-PR: The Essential Guide to Public Relations on the Internet. (Matt Haig) Kogan Page, 2000.

Economic Report of the President [Internet resource] – <http://www.gpoaccess.gov/eop/>

Each year the President reports to Congress on the state of the economy. The text of the report and many pages of supporting economic data are provided here for each year beginning in 1995.

Economic Statistics Briefing Room [Internet resource] –
<http://www.whitehouse.gov/fsbr/esbr.html>

Provides current federal statistics on the economy from a variety of agencies covering such topics as employment, income, output, prices, production, money, and transportation. See also the companion site, Social Statistics Briefing Room —
<http://www.whitehouse.gov/fsbr/ssbr.html>

EDGAR Database of Corporate Information [Internet resource] –
<http://www.sec.gov/edgarhp.htm>

This is the official site of the corporate reports submitted to the Securities and Exchange Commission from 1993 to the present.

Encyclopedia of Business Information Sources. 17th ed. Gale, 2002.

Subject listing of over 31,000 sources of information including many Internet resources.

Encyclopedia of Consumer Brands. (Janice Jorgensen, ed.) St. James Press, 1994. 3v.

Articles (2 to 5 pages in length) "provide substantive information on products that have been leaders in their respective brand categories and have had decided impact on American business or popular culture."
(Preface)

Encyclopedia of Major Marketing Campaigns. (Thomas Riggs) Gale Group, 2000.

This encyclopedic history of 500 major marketing and advertising campaigns of the 20th century provides for each campaign the marketing strategy, target audience, and outcomes as well as other information. Supplemented by Major Marketing Campaigns Annual.

Encyclopedia of Management. (Marilyn M. Helms, ed.) 4th ed. Gale, 1999.

This standard reference work covers nearly 350 topics in management theories and applications.

European Marketing Data and Statistics. Euromonitor, annual.

Presents detailed consumer data for each country in Europe. The companion volume for the rest of the world is International Marketing Data and Statistics.

Factiva [Electronic database]

This database, offered by Dow Jones and Reuters, provides up-to-the-minute national and international general and business news, international newswires, television and radio transcripts, and business periodicals.

FedStats [Internet resource] – <http://www.fedstats.gov/>

Known as the gateway to statistics from over 100 U.S. federal agencies, this comprehensive source offers a topic search, a geographic area search (that helps locate local level statistics), a comprehensive search across participating agency sites, and a statistical reference shelf featuring downloadable published collections of statistics (such as Health, United States).

50+ Marketing: Marketing, Communication, and Selling to the Over 50s Generations. (Jean-Paul Treguer) Palgrave, 2002.

Finding Market Research on the Web: Best Practices of Professional Researchers. 3rd ed. MarketResearch.com, 2003.

Focus Group Research Handbook. (Holly Edmunds) American Marketing Association, 1999.

Focus Groups: A Practical Guide for Applied Research (Richard A. Krueger and Mary Anne Casey) 3rd ed. Sage, 2000.

Focus Groups: Theory and Practice. (David L. Morgan and Richard A. Krueger) Sage, 1998.

Gale E-Commerce Sourcebook. Gale, 2003.

A companion to the Gale Encyclopedia of E-Commerce, this publication focuses on how-to information and includes sample business plans. A directory of the top e-businesses is included.

Gale Encyclopedia of E-Commerce. Gale, biennial. 2v.

Provides 470 essays on topics, companies, people, legislation and other information related to the development of e-commerce, including a chronology and timeline. Each essay concludes with references, including many URLs.

Generation X: Americans Aged 18 to 34. (Cheryl Russell) 3rd ed. New Strategist, 2001.

Getting Wiser to Teens: More Insights into Marketing to Teenagers. (Peter Zollo) 3rd ed.

New Strategist, 2003.

Global Edge [Internet resource] – <http://globaledge.msu.edu/ibrd/ibrd.asp>

Managed by the Michigan State University Center for International Business Education and Research, this site provides links to news/periodicals, regional and country-specific information, statistical data and information sources, government resources, national trade information and leads, directories, and much more.

GPO Access [Internet resource] – <http://www.gpoaccess.gov/>

Access to official versions of U.S. government publications including the Federal Register and the Code of Federal Regulations, Public Laws and the U.S. Code, Commerce Business Daily (a real-time database of procurement opportunities), the Congressional Record, the Congressional Directory, and the Monthly Catalog with many links to the full text of U.S. documents.

GreenBook [Internet resource] – <http://www.greenbook.org/>

The GreenBook directories of market research firms are published both online and in print and are compiled and maintained by AMA Communication Services. Search the online database by firm name, location, type of research (brand research, concept/positioning, etc.), research services (such as analytical, consultation, etc.), industry or market specialty (for example, automotive or beverage), and online research tools. The print counterparts are v.1 Worldwide Directory of Marketing Research Companies and Services and v. Worldwide Directory of Focus Group Companies and Services.

Handbook of Interview Research: Context & Method. (Jaber F. Gubrium and James A. Holstein, eds.) Sage, 2002.

“Coverage of the methodological issues now surrounding interview practice, including its varied forms, concerns centered on distinctive respondents, special institutional applications, technical matters related to data processing, analytical strategies and representational questions.” (Preface) Articles include bibliographical references.

Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research. (William O. Bearden et al) Sage, 1993.

Handbook of Research in International Marketing. (Subhash C. Jain) Elgar, 2003.

Handbook of Strategic Public Relations & Integrated Communications. (Clarke L. Caywood, ed.) McGraw-Hill, 1997.

Handbook of U.S. Labor Statistics: Employment, Earnings, Prices, Productivity, and Other Labor Data. (Eva E. Jacobs, ed.) 7th ed. Bernan, 2004.

Based on the Handbook of Labor Statistics formerly published by the U.S. Bureau of Labor Statistics, this volume reproduces a wide range of data collected and generated by the U.S. government as well as other sources. Each of the ten parts covers a specific area of the economy (such as consumer expenditures) and provides highlights, notes and definitions, and tables with source notes.

Household Spending: Who Spends How Much on What. 8th ed. New Strategist Publications, 2003.

Based on data from the Consumer Expenditure Survey (see above).

International Business Information: How to Find It, How to Use It. (Ruth A Pagell and Michael Halperin) 2nd ed. Oryx, 1998.

“Discusses key international business publications and databases and provides the subject background needed to understand them.” (Preface) The focus is on the information need and the sources and techniques for solving it.

International Dictionary of Marketing: Over 2000 Professional Terms and Techniques. (Daniel Yadin) Kogan Paul, 2002.

International Intergovernmental Organizations see LexisNexis Statistical

International Marketing Data and Statistics. Euromonitor, annual.

A companion volume to European Marketing Data & Statistics, this volume provides demographic, economic, and lifestyle data for 161 non-European countries.

Internet Public Library Business Associations [Internet resource] –
<http://www.ipl.org/div/aon/browse/bus00.00.00/>

Internet Resources and Services for International Marketing and Advertising: A Global Guide. (James R. Coyle) Oryx, 2002.

JMR: Journal of Marketing Research [Periodical, Internet resource] –
<http://www.marketingpower.com/content1054C363.php>

Journal of Advertising [Periodical]

Journal of Advertising Research [Periodical]

Journal of Consumer Marketing [Periodical]

Journal of Consumer Research: An Interdisciplinary Journal [Periodical]

Journal of Marketing [Periodical]

Journal of Marketing Research [Periodical]

Journal of Personal Selling and Sales Management [Periodical]

Journal of Retailing [Periodical]

Journal of Services Marketing [Periodical]

Journal of the Academy of Marketing Science [Periodical]

Kerlins.net Qualitative Research Bibliography [Internet resource] –
<http://kerlins.net/bobbi/research/qualresearch/bibliography/>

A useful portal of Internet information about qualitative research. Content analysis is also included.

KnowThis.com...Marketing Virtual Library [Internet resource] – <http://knowthis.com>

According to the About page, this valuable site, also known as the Marketing Virtual Library, is “one of the leading resource and reference sites on the Internet for those involved in marketing, market research, advertising, selling, promotion, and other marketing-related areas. The chief goal of KnowThis.com is to offer a web site that is committed to providing unbiased, objective information that will offer valuable tools for academics, business professionals and students of marketing and related fields.”

LexisNexis Academic [Electronic database]

LexisNexis Academic is a web-based proprietary resource that provides full-text access or indexing and abstracting of nearly 6,000 information resources, covering a wide range of subjects including general and political news from U.S. and international sources, corporate news and financial information, industry and market news, federal and state law, law reviews, transcripts of Congressional hearings, medicine and health, state and country profiles, and biographical information. An online guide is available.

LexisNexis Statistical [Electronic database]

This is an indispensable resource for locating statistical information issued by the federal and state governments and international organizations. The research edition of this database also includes additional indexed tables published by private sector and non-profit sources. Printed counterparts of this database are the American Statistics Index, the Statistical Reference Index, and International Intergovernmental Organizations.

Major U.S. Statistical Series. (Jean Stratford) American Library Association, 1992.

Market Research Companies (British Library's Business Sources on the Net) [Internet resource] – <http://www.bl.uk/services/information/bislink2.html>

Lists and describes market research companies, gateways, and other market research information available on the Web.

Market Research Monitor on the Internet [Electronic resource]

Over 1,800 market research reports are available to subscribers of this service.

Market Share Reporter, An Annual Compilation of Reported Market Share: Data on Companies, Products, and Services. Gale, annual.

Market share data on over 4000 companies and 2500 products.

Marketing and Research Library (Portal) [Internet resource] – <http://www.mrlibrary.com/>

Marketing Information: A Professional Reference Guide. (Hiram C. Barksdale Jr. and Jac L. Goldstucker, ed.) 3rd ed. Georgia State University Business Press, 1995.

Covers both directory information (for example marketing associations, special libraries, research centers) and information sources (books, textbooks, handbooks, directories, and more). Most citations include a contents note.

Marketing Know-How: Your Guide to the Best Marketing Tools and Sources. (Peter Francese) American Demographics Books, 1996.

A practitioner's guide to marketing research. Includes an annotated directory of private and non-profit sources (such as the Marketing to Kids Report), federal government sources and state/local sources.

The Marketing Plan: How to Prepare and Implement It. (William M. Luther) 3rd ed. AMACOM, 2001.

Marketing Plans: How to Prepare Them, How to Use Them. (Malcolm McDonald) 5th ed. Butterworth Heinemann, 2002.

Marketing Research Association [Internet resource] – <http://www.mra-net.org/>

A professional organization focused on professional development and training.

Marketing Scales Handbook: A Compilation of Multi-Item Measures. (Gordon C. Bruner and Paul J. Hensel) American Marketing Association, 1992-2001.

Covers scales culled from articles published in top marketing research journals indicating for each scale its validity, its findings, and other information. Volume 1 covers 1980-1990; volume 2 covers 1990-1993, and volume 3 covers 1994 – 1997.

Marketing: The Encyclopedic Dictionary. (David Mercer) Blackwell, 1999.

Includes both short definitions and longer articles with references.

Marketingpower.com [Internet resource] – <http://www.marketingpower.com/>

The American Marketing Association's Web site is full of important information and resources for marketing students and professionals, including best practices, marketing tools (such as templates), and sections on special topics such as public relations, internet marketing, and marketing research. A dictionary of marketing terms is included.

MarketResearch.com [Internet resource] – <http://marketresearch.com>

Offers (for a fee) market research reports prepared by over 350 market research firms and consultants worldwide.

The Millennials: Americans Under Age 25. New Strategist, 2001.

Mirrored Window: Focus Groups from a Moderator's Point of View. (Judith Langer) Paramount, 2001.

Monthly Labor Review [Periodical, Internet resource] – <http://stats.bls.gov/opub/mlr/mlrhome.htm>

The Monthly Labor Review regularly features 47 tables of current labor statistics. The online version includes links to related BLS programs and articles. The archive covers all articles published since 1989, but the printed version is available in most libraries from 1969 to the present.

North American Industry Classification System (NAICS) [Internet resource] – <http://www.census.gov/epcd/www/naics.html>

Since 1997 the NAICS has replaced the Standard Industrial Classification Manual as the U.S. industry classification standard. Jointly developed by the governments of Canada, Mexico and the United States and produced in the U.S. by the U.S. Office of Management and Budget, it allows the industrial statistics produced by the three countries to be comparable. Like its predecessor, it defines and subdivides industries and provides cross-references. The print edition is available from the National Technical Information Service (NTIS). A companion service will be the North American Product

Classification System currently under development (see North American Product Classification System (NAPCS) <http://www.census.gov/eos/www/napcs/napcs.htm>).

Observational Research Handbook: Understanding How Consumers Live with Your Product. (Bill Abrams) American Marketing Association, 2000.

Places, Towns, and Townships. 23rd ed. Bernan, 2003.

Plunkett's E-Commerce Business Trends and Statistics. (Jack W. Plunkett) Plunkett Research, 2001.

One of several Plunkett's guides to industry segments.

PollingReport.com: Public Opinion Online [Internet resource] – <http://www.pollingreport.com>

An “independent, nonpartisan resource on trends in American public opinion,” this site is updated regularly when new polls are released. Poll are divided into three categories: politics and policy, business/economy, and the American scene.

Public Relations Society of America [Internet resource] – <http://www.prsa.org/>

Qualitative Research Resources on the Web [Internet resource] – <http://www.ualberta.ca/~iiqm/iiqmHomePages/resources.html>

A portal to Internet resources about qualitative research.

QSR Useful Links (on qualitative research) [Internet resource] – <http://www.qsr.com.au/resources/links/links.htm>

Questionnaire Research: A Practical Guide. (Mildred L. Patten) 2nd ed. Pyczak, 2001.

Covers planning the research, writing items to collect different types of information, selecting samples, preparing statistical tables, and other information essential to successful questionnaires.

RDS Business Reference Suite [Electronic database]

Consists of three databases: Business & Industry, Business & Management, and TableBase. Research companies, industries, products, markets, business process and practices covered in 1,400 business sources that include professional, academic, and trade journals.

Sales and Marketing Management [Periodical, Electronic database]

The monthly magazine of research and advice on best practice includes a searchable online archive dating back to 1993 and the annual supplement “Survey of Buying Power” supplying retail sales figures and population data for every U.S. metropolitan area and media market. Other special issues are “Survey of Media Markets” and Manager’s Budget Planner.”

Social Statistics Briefing Room [Internet resource] –
<http://www.whitehouse.gov/fsbr/ssbr.html>

Provides current federal statistics from a variety of federal agencies covering crime, demography, education, and health. See also the Economics Statistics Briefing Room

Social Trends and Indicators, USA. Thompson/Gale, 2003. 4v.

The four volumes provide statistical data on these areas: work and leisure, community and education, health and illness, and crime and justice.

Sourcebook of County Demographics. 15th ed. ESRI (Dist. by Gale), 2003.

Provides 70 demographic characteristics for counties, MSA’s, and DMA’s.

Sourcebook of ZIP Code Demographics. 17th ed, ESRI, 2003.

Provides data on population, age, race, education, income, and employment for every zip code in America.

Standard Directory of Advertisers see Advertising Red Books

Standard Directory of Advertising Agencies see Advertising Red Books

Standard Directory of International Advertisers and Agencies see Advertising Red Books

Standard Industrial Classification (SIC) Manual [Internet resource] –
<http://www.census.gov/epcd/www/sic.html>

Until 1997 this was the "statistical classification standard underlying all establishment-based federal economic statistics classified by industry." It is still used by many reference sources to classify industries. Each major industry (agriculture, mining, construction, manufacturing, etc.) is further subdivided into "major groups" and then into industry groups and industry numbers. Within each category the industries are defined with cross-references to other similar categories.

State and Metropolitan Area Data Book. 5th ed. U.S. Bureau of the Census, 2003.

State Profiles: The Population and Economy of Each U.S. State. 2nd ed. Bernan, 2002.

Statistical Abstract of the United States [Internet resource] -

<http://www.census.gov/statab/www/>

The best place to start a search for statistical information, this annual compendium of statistics produced by the U.S. Bureau of the Census from information gathered from all U.S. government agencies and other organizations as well, covers a wide variety of social, economic, and demographic statistics with references to sources of more information. Available in print, CD-ROM, and web format). Supplements include the County and City Data Book, the Congressional District Data Book, and Historical Statistics of the United States.

Statistical Reference Index see LexisNexis Statistical

STAT-USA/Internet [Electronic database] – <http://www.stat-usa.gov/>

Hundreds of studies, reports, and statistical analyses are included in this resource from the U.S. Department of Commerce. Although this is a fee-based resource, it is available free in federal depository libraries. STAT-USA/Internet is divided into two parts: State of the Nation and GLOBUS & NTDB. Use State of the Nation for current and historical domestic economic data including the consumer price indexes and the Current Industrial Reports. Use GLOBUS & NTDB (National Trade Data Bank) for access to 40,000 documents in international trade including the Country Commercial Guides, the Market Research Reports, and the CIA World Factbook.

TableBase [Electronic database]

Part of the RDS Business Reference Suite, this database of tables offers data on companies, industries, products, and demographics. Can be used to find market share information and a host of other information.

Thomas: Legislative Information on the Internet [Internet resource] – <http://thomas.loc.gov/>

This site, provided by the Library of Congress, is a good complement to the GPO Access site. In addition to bills, laws, and debates of Congress, this site provides information about the House and Senate calendars and committees, about “Bills in the News,” and a wide variety of other information focused on Congress and legislative activity.

Understanding American Business Jargon: A Dictionary. (W. Davis Folsom) Greenwood, 1997.

Understanding the Census: A Guide for Marketers, Planners, Grant Writers, and Other Data Users. (Michael R. Lavin) Library Edition. Epoch Books, 1996.

Serves as a guidebook to Census processes and concepts, assists users in finding specific

Census data, and aims to help users avoid misinterpreting or misapplying data. The book includes tips and many illustrations.

U.S. Bureau of Labor Statistics [Internet resource] – <http://www.bls.gov/blshome.html>

This site includes a wide variety of data, including work stoppage data, consumer and producer price indexes, employee benefits survey, occupational safety and health data, the National Compensation Survey (NCS), and the Consumer Expenditure Survey.

U.S. Bureau of the Census [Internet resource] – <http://www.census.gov/>

An indispensable site for social, economic, and demographic data. Find a topic easily with “Subjects A to Z” or select one of the major categories (people, business, geography). Much data is available for states and smaller geographic areas such as counties.

U.S. Department of Commerce [Internet resource] – <http://www.doc.gov/>

Look here for the latest in business news and statistics, including economic indicators, and many publications full-text. Among the agencies that are part of the Department of Commerce are the Bureau of the Census (<http://www.census.gov>), the Economic and Statistics Administration (<http://www.esa.doc.gov/>), the Office of Trade & Economic Analysis (<http://www.ita.doc.gov/td/industry/otea/>), the Bureau of Export Administration (<http://www.bxa.doc.gov/>), the International Trade Administration (<http://www.ita.doc.gov/>), the Patent and Trademark Office (<http://www.uspto.gov/>), the Minority Business Development Agency (<http://www.mbda.gov/>), and the Economic Development Administration (<http://www.eda.gov/>).

U.S. Department of Labor [Internet resource] – <http://www.dol.gov/>

“The U.S. Department of Labor is charged with preparing the American workforce for new and better jobs, and ensuring the adequacy of America's workplaces... including protecting workers' wages, health and safety, employment and pension rights; promoting equal employment opportunity; administering job training, unemployment insurance and workers' compensation programs; strengthening free collective bargaining and collecting, analyzing and publishing labor and economic statistics.” (Mission statement, 2000) Agencies include the Bureau of Labor Statistics (<http://www.bls.gov/>), the Employment and Training Administration (<http://www.doleta.gov/>), the Occupational Safety and Health Administration (<http://www.osha.gov/index.html>), the Women’s Bureau (<http://www.dol.gov/dol/wb/>), and several others.

U.S. Industry & Trade Outlook. U.S. Department of Commerce and DRI/McGraw-Hill, annual.

Features economic statistics and a world economic outlook as well as industry reviews and forecasts. Each industry section includes statistics and a narrative covering industry performance in the previous year, global trends and prospects, prices, inventories, and operating rates, prospects for the current year, and long-term prospects. Articles are signed with a contact in the Department of Commerce and each section concludes with a list of references for further information.

U.S. International Trade Commission [Internet resource] – <http://www.usitc.gov/>

The International Trade Commission is an independent, non-partisan, quasi-judicial federal agency that gathers and analyzes trade data and advises both the legislative and executive branches of government. The agency updates and publishes the Harmonized Tariff Schedule of the United States.

U.S. Small Business Administration [Internet resource] – <http://www.sbaonline.sba.gov/>

Provides a wide variety of information and assistance for small business owners. There is a section of this site devoted especially to entrepreneurs who are starting a business.

U.S. Trade Representative [Internet resource] – <http://www.ustr.gov/>

“The U.S. Trade Representative is America’s chief trade negotiator and the principal trade policy advisor to the President.” (Excerpt, Home Page, 2003). Look here for trade agreements and reports.

Virtual International Business and Economic Sources (VIBES) [Internet resource] – <http://libweb.uncc.edu/ref-bus/vibehome.htm>

Provides statistics, articles, and research reports on international business plus links to other English language international business sites. Includes sections on emerging markets, international statistics, and marketing and advertising. A service of the J. Murrey Atkins Library, University of North Carolina, Charlotte.

Wall Street Words: An Essential A to Z Guide for Today’s Investor. (David L. Scott) Rev. ed. Houghton Mifflin, 1997.

Why Don’t They Buy: The Science of Selling Online. (Max J. McKeown) Financial Times/Prentice Hall, 2002.

Wilson Business Full Text [Electronic database]

This database provides full text of around 350 of the leading business journals published in English with additional indexing and abstracting for another 600-plus journals back to 1982. Its print counterpart, the Business Periodicals Index, is especially valuable for

finding older information not covered in online indexes. It covers the years 1958 to the present. Its predecessor, the Industrial Arts Index, began publication in 1913.

World Consumer Income & Expenditure Patterns. 3rd ed. Euromonitor, 2002.

Covers income and expenditures for many industries.

World Directory of Marketing Information Sources. 4th ed. Euromonitor, 2003.

Major consumer markets in 75 countries of the world. Covers trade and business associations, research companies, publishers, official organizations and more.”

World Market Share Reporter. Gale, biennial.

A compilation of global market share data originally published in periodicals. The companion volume is the Market Share Reporter.

Worldwide Directory of Focus Group Companies and Services see GreenBook

Worldwide Directory of Marketing Research Companies and Services see GreenBook

Part II: Sources Arranged by Topic

Advertising

[Ad*Access](#) [Internet resource]
[Advertising Age](#) [Periodical, Internet resource]
[Advertising Age Encyclopedia of Advertising](#)
[Advertising Century](#) [Internet resource]
[Advertising Red Books](#) [Electronic database]
[Advertising Research Foundation](#) [Internet resource]
[Advertising to Children: Concepts and Controversies](#)
[Advertising World](#) [Internet resource]
[American Academy of Advertising](#) [Internet resource]
[American Advertising Federation](#) [Internet resource]
[American Association of Advertising Agencies](#) [Internet resource]
[Ayer Glossary of Advertising and Related Terms](#)
[Broadcasting & Cable Yearbook](#)
[Journal of Advertising](#) [Periodical]
[Journal of Advertising Research](#) [Periodical]

Brands

[Brand Failures](#)
[Brands and Their Companies](#)
[Brands, Consumers, Symbols & Research: Sidney J. Levy on Marketing Children and Adolescents in the Market Place](#)
[Companies and Their Brands](#)
[Encyclopedia of Consumer Brands](#)

Business and Economic News

[Bloomberg.com](#) [Internet resource]
[Business & Company Resource Center](#) [Electronic database]
[CEO Express](#) [Internet resource]
[Factiva](#) [Electronic database]
[LexisNexis Academic](#) [Electronic database]

Company and Industry Information

[CEO Express](#) [Internet resource]
[Competia Express](#) (industry portal) [Internet resource]
[Current Industrial Reports](#) [Internet resource]
[Datamonitor's Business Information Center](#) [Electronic database]
[EDGAR Database of Corporate Information](#) [Internet resource]

LexisNexis Statistical [Electronic database]
RDS Business Reference Suite [Electronic database]
TableBase [Electronic database]

Consumer Characteristics and Behavior

Advertising to Children: Concepts and Controversies

American Demographics [Periodical, Internet resource]
The American Marketplace: Demographics and Spending Patterns
Americans 55 & Older: A Changing Market
Baby Boom: Americans Aged 35 to 54
Brands, Consumers, Symbols & Research: Sidney J. Levy on Marketing
Children and Adolescents in the Market Place
Consumer Expenditure Survey [Internet resource]

Consumer Latin America

50+ Marketing
Generation X
Getting Wiser to Teens
Guide to Marketing on the Internet
Journal of Consumer Research: An Interdisciplinary Journal [Periodical]

The Millennials: Americans Under Age 25

Observational Research Handbook
Why Don't They Buy: The Science of Selling Online

Databases and Indexes to Journal Articles

ABI/Inform [Electronic database]

Business & Company Resource Center [Electronic database]
Business Source [Electronic database]
Factiva [Electronic database]
LexisNexis Academic [Electronic database]
RDS Business Reference Suite [Electronic database]
Wilson Business Full Text [Electronic database]

Direct Marketing

Direct Marketing Association [Internet resource]

Directory of International Direct and E-Marketing

Directories (names and addresses)

Advertising Red Books [Electronic database]

American Association of Advertising Agencies [Internet resource]

Blue Book Directory [Internet resource]

Broadcasting & Cable Yearbook

Companies and Their Brands

Directory of Marketing Information Companies Featuring the Best 100

GreenBook [Internet resource]

E-Commerce

The B2B E-Commerce Handbook

Children and Adolescents in the Market Place

The E-Commerce Book

E-Commerce Guide.com [Internet resource]

E-Marketing Handbook

E-PR

Gale E-Commerce Sourcebook

Gale Encyclopedia of E-Commerce

Guide to Marketing on the Internet

Internet Resources and Services for International Marketing and Advertising

Plunkett's E-Commerce Business Trends and Statistics

Why Don't They Buy: The Science of Selling Online

Encyclopedias (articles with references)

Advertising Age Encyclopedia of Advertising

Blackwell Encyclopedia of Management

Encyclopedia of Consumer Brands

Encyclopedia of Major Marketing Campaigns

Encyclopedia of Management

Gale Encyclopedia of E-Commerce

Marketing: The Encyclopedic Dictionary

General Business Guides (include marketing topics)

Basic Business Library: Core Resources

Blackwell Encyclopedia of Management

BRASS Core Competencies for Business Reference: Marketing [Internet resource]

Business Advisor [Internet resource]
Business Information: How to Find It, How to Use It

Business Plans Handbook

Commercial Atlas and Marketing Guide
Encyclopedia of Business Information Sources
Encyclopedia of Management
Global Edge [Internet resource]
International Business Information
Marketing Information
Marketing Know-How
The Marketing Plan
Marketing Plans
North American Industry Classification System (NAICS) [Internet resource]
Standard Industrial Classification (SIC) Manual [Internet resource]

Handbooks and Manuals (includes a variety of information in one source)

The B2B E-Commerce Handbook
Gale E-Commerce Sourcebook
Guide to Marketing on the Internet
Handbook of Interview Research
Handbook of Research in International Marketing
KnowThis.com [Internet resource]
Understanding the Census

Industry Information (see Company and Industry Information)

International Marketing

Consumer Latin America
Datamonitor's Business Information Center [Electronic resource]
Directory of International Direct and E-Marketing
European Marketing Data and Statistics
Global Edge [Internet resource]
Handbook of Research in International Marketing

International Business Information

International Dictionary of Marketing
International Marketing Data and Statistics
Internet Resources and Services for International Marketing and Advertising
LexisNexis Statistical [Electronic database]
RDS Business Reference Suite [Electronic database]

STAT-USA/Internet (Electronic database)
U.S. Bureau of the Census [Internet resource]
Virtual International Business and Economic Sources (VIBES) [Internet resource]
World Consumer Income & Expenditure Patterns
World Directory of Marketing Information Sources

Internet Resources

Advertising Century [Internet resource]
Advertising Research Foundation [Internet resource]
Advertising World [Internet resource]
American Advertising Federation [Internet resource]
American Demographics [Periodical, Internet resource]
American Marketing Association [Internet resource]
Bloomberg.com [Internet resource]
Business Advisor [Internet resource]
Blue Book Directory [Internet Resource]
BRASS Core Competencies for Business Reference: Marketing [Internet resource]
CEO Express [Internet resource]
Competia Express (industry portal) [Internet resource]
Current Industrial Reports [Internet resource]
Economic Report of the President ([Internet resource]
Economic Statistics Briefing Room [Internet resource]
E-Commerce Guide.com [Internet resource]
EDGAR Database of Corporate Information [Internet resource]
FedStats [Internet resource]
Global Edge [Internet resource]
GreenBook [Internet resource]
Household Spending [Internet resource]
JMR: Journal of Marketing Research [Periodical, Internet resource]
KnowThis.com [Internet resource]
Marketing and Research Library (Portal) [Internet resource]
Market Research Companies (British Library's Business Sources on the Net) [Internet resource]
Marketing Research Association [Internet resource]
Marketingpower.com [Internet resource]
Monthly Labor Review [Periodical, Internet resource]
North American Industry Classification System (NAICS) [Internet resource]
PollingReport.com: Public Opinion Online [Internet resource]
Public Relations Society of America [Internet resource]
QSR Useful Links (on qualitative research) [Internet resource]
Qualitative Research Resources on the Web [Internet resource]
Social Statistics Briefing Room [Internet resource]
Standard Industrial Classification (SIC) Manual [Internet resource]
STAT-USA/Internet [Electronic database]

[U.S. Bureau of Labor Statistics](#) [Internet resource]
[U.S. Bureau of the Census](#) [Internet resource]
[U.S. Department of Commerce](#) [Internet resource]
[U.S. Department of Labor](#) [Internet resource]
[U.S. International Trade Commission](#) [Internet resource]
[U.S. Small Business Administration](#) [Internet resource]
[U.S. Trade Representative](#) [Internet resource]

Interviewing, Focus Groups, Surveys

[Advanced Focus Group Research](#)
[Designing and Conducting Survey Research](#)
[Focus Group Research Handbook](#)
[Focus Groups](#)
[Focus Groups: Theory and Practice](#)
[Handbook of Interview Research](#)
[Handbook of Marketing Scales](#)

Marketing Scales Handbook

Mirrored Window

[Observational Research Handbook](#)
[Questionnaire Research: A Practical Guide](#)

Marketing Research (see also Interviewing...)

[American Marketing Association](#) [Internet resource]
[Kerlins.net Qualitative Research Bibliography](#) [Internet resource]
[Marketing and Research Library \(Portal\)](#) [Internet resource]
[Marketing Research Association](#) [Internet resource]
[QSR Useful Links](#) (on qualitative research) [Internet resource]
[Qualitative Research Resources on the Web](#) [Internet resource]

Market Research Reports

[Business & Company Resource Center](#) [Electronic database]
[Blue Book Directory](#) [Internet resource]
[Current Industrial Reports](#) [Internet resource]
[Datamonitor's Business Information Center](#) [Electronic database]
[Directory of Marketing Information Companies Featuring the Best 100](#)
[Finding Market Research on the Web](#)
[GreenBook](#) [Internet resource]
[Market Research Companies](#) (British Library's Business Sources on the Net) [Internet resource]
[Market Research Monitor on the Internet](#) [Electronic database]

Market Share Reporter
MarketResearch.com [Internet resource]

World Market Share Reporter

Marketing in General

Business Rankings Annual

BRASS Core Competencies for Business Reference: Marketing [Internet resource]

Encyclopedia of Major Marketing Campaigns

Guide to Marketing on the Internet

KnowThis.com (Virtual Marketing Network) [Internet resource]

Marketing Information

Marketing Know-How

The Marketing Plan

Marketing Plans

Marketingpower.com [Internet resource]

Sales and Marketing Management [Periodical, Electronic database]

People and Organizations

The Ad Men and Women

Advertising Research Foundation [Internet resource]

American Academy of Advertising [Internet resource]

American Advertising Federation [Internet resource]

American Association for Public Opinion Research [Internet resource]

American Marketing Association [Internet resource]

American Association of Advertising Agencies [Internet resource]

Direct Marketing Association [Internet resource]

Internet Public Library Business Associations [Internet resource]

Marketing Research Association [Internet resource]

Public Relations Society of America [Internet resource]

Periodicals and Journals

Advertising Age [Periodical, Internet resource]

American Demographics [Periodical, Internet resource]

Cabell's Directory of Publishing Opportunities in Marketing

JMR: Journal of Marketing Research [Periodical, Internet resource]

Journal of Advertising [Periodical]

[Journal of Advertising Research](#) [Periodical]
[Journal of Consumer Marketing](#) [Periodical]
[Journal of Consumer Research: An Interdisciplinary Journal](#) [Periodical]
[Journal of Marketing](#) [Periodical]
[Journal of Marketing Research](#) [Periodical]
[Journal of Personal Selling and Sales Management](#) [Periodical]
[Journal of Retailing](#) [Periodical]
[Journal of Services Marketing](#) [Periodical]
[Journal of the Academy of Marketing Science](#) [Periodical]
[Monthly Labor Review](#) [Periodical, Internet resource]
[Sales and Marketing Management](#) [Periodical, Electronic database]

Public Opinion

[American Association for Public Opinion Research](#) [Internet resource]
[PollingReport.com: Public Opinion Online](#) [Internet resource]

Public Relations

[E-PR](#)
[Handbook of Strategic Public Relations & Integrated Communications](#)
[Public Relations Society of America](#) [Internet resource]

Statistics and Data

[Business & Company Resource Center](#) [Electronic database]

Business Statistics of the United States

[Commercial Atlas and Marketing Guide](#)
[Consumer Expenditure Survey](#) [Internet resource]

Consumer Latin America

[County and City Extra: Annual Metro, City, and County Data Book](#)

County and City Extra: Special Socioeconomic Census Edition

[County and City Extra: Special Decennial Census Edition](#)
[Data Sources for Business and Market Analysis](#)
[Economic Report of the President](#) ([Internet resource])
[Economic Statistics Briefing Room](#) [Internet resource]
[European Marketing Data and Statistics](#)
[FedStats](#) [Internet resource]
[Global Edge](#) [Internet resource]
[Handbook of U.S. Labor Statistics](#)
[Household Spending](#)
[International Marketing Data and Statistics](#)
[LexisNexis Statistical](#) [Electronic database]
[Major U.S. Statistical Series](#)

[Monthly Labor Review](#) [Periodical, Internet resource]

Places, Towns, and Townships

[Plunkett's E-Commerce Business Trends and Statistics](#)

[RDS Business Reference Suite](#) [Electronic database]

[Sales and Marketing Management](#) [Periodical, Electronic database]

[Social Statistics Briefing Room](#) [Internet resource]

[Social Trends and Indicators, USA](#)

[Sourcebook of County Demographics](#)

[Sourcebook of ZIP Code Demographics](#)

State and Metropolitan Area Data Book

[State Profiles: The Population and Economy of Each U.S. State](#)

[Statistical Abstract of the United States](#) [Internet resource]

[STAT-USA/Internet](#) [Electronic database]

[TableBase](#) [Electronic database]

[U.S. Bureau of Labor Statistics](#) [Internet resource]

[U.S. Bureau of the Census](#) [Internet resource]

[U.S. Department of Commerce](#) [Internet resource]

[U.S. Department of Labor](#) [Internet resource]

[U.S. Industry & Trade Outlook](#)

[U.S. International Trade Commission](#) [Internet resource]

U.S. Government

[Consumer Expenditure Survey](#) [Internet resource]

[Economic Report of the President](#) [Internet resource]

[Economic Statistics Briefing Room](#) [Internet resource]

[FedStats](#) [Internet resource]

[GPO Access](#) [Internet resource]

[Handbook of U.S. Labor Statistics](#)

[Household Spending](#)

[Monthly Labor Review](#) [Periodical, Internet resource]

[North American Industry Classification System \(NAICS\)](#) [Internet resource]

[Social Statistics Briefing Room](#) [Internet resource]

State and Metropolitan Area Data Book

[Statistical Abstract of the United States](#) [Internet resource]

[STAT-USA/Internet](#) [Electronic database]

[Thomas: Legislative Information on the Internet](#) [Internet resource]

[U.S. Bureau of Labor Statistics](#) [Internet resource]

[U.S. Bureau of the Census](#) [Internet resource]

[U.S. Department of Commerce](#) [Internet resource]

[U.S. Department of Labor](#) [Internet resource]

[U.S. International Trade Commission](#) [Internet resource]

U.S. Small Business Administration [Internet resource]
U.S. Trade Representative [Internet resource]

Words, Terms and Jargon

Ayer Glossary of Advertising and Related Terms
Blackwell Encyclopedic Dictionary of Marketing
Dictionary of Marketing and Advertising
Dictionary of Marketing Terms (Bennett)
Dictionary of Marketing Terms (Imber)
International Dictionary of Marketing
Marketing: The Encyclopedic Dictionary
Understanding American Business Jargon: A Dictionary
Wall Street Words