

MARKETING

The purpose of this Study Guide is to help you locate marketing information through the use of carefully selected reference sources available in the D. Leonard Corgan Library. If you have any questions, do not hesitate to ask the Reference Librarian for help.

MARKETING INFORMATION: INDEXES, ABSTRACTS, and FULL-TEXT ARTICLES

ELECTRONIC DATABASES

Academic Search Premier

Full text coverage for nearly 4,650 scholarly publications from virtually every academic discipline. Citations and indexing for items dating back to 1975.

Business Source Premier

Provides full text articles for over 8,800 scholarly business journals and other sources. Full text provided for top business publications dating back to 1922.

Lexis Nexis Academic

Includes full text company news and financial information.

Mergent Online

Provides current, authoritative information on all major foreign and domestic companies, which trade stock on the major U.S. Exchanges. Includes a history and description of each company, a list of subsidiaries, detailed financial information, and facts and figures about the companies' executives.

Value Line

Provides comprehensive information on stocks, the stock market, industries and the economy.

PRINT INDEXES

Business Periodicals Index (1958 to 1996)

An index to periodicals in the fields of accounting, advertising, banking and finance, insurance, marketing and purchasing, taxation, etc.

Wall Street Journal Index (1958 to date)

News about companies, products, and industries.

BACKGROUND INFORMATION

- R
658.8
R723D **Dictionary of Marketing & Advertising**
Intends to establish core definitions and attempts to state the connections between multiple uses of terms. Includes common acronyms and abbreviations.
- R
658.803
H251G **Glossary of Marketing Terms**
Definitions of words used in marketing.
- R
658.8
M346M8 **Marketing Information: A Professional Reference Guide**
Concise and comprehensive encyclopedia of practical information often needed in making marketing decisions. Organized into a Guide to Associations and Organizations and a Guide to Sources of Marketing Information.

COMPANY AND INDUSTRY INFORMATION

- R
338.0973
En19E **Encyclopedia of American Industries**
Comprehensive coverage of a wide range of industries in America including both manufacturing industries and service and non-manufacturing industries. Provides historical information, current trends and statistics, organization of the industry, industry leaders, work force information, technological advances, graphs, and suggested reading. Includes both a general and industry index.
- R
332.63
En19E **Encyclopedia of Consumer Brands**
Information on over 500 popular products in America emphasizing brands that have been prominent since the 1950's. Entries are present for products and brand names or trademarks. All articles include some information about brand history and how products originated and developed. Additional information might include: sales, market share, major competitors, parent company, marketing strategies, future projections. Arranged in three volumes: Consumable Products, Personal Products, and Durable Goods. Includes cumulative indexes: Brand Names, Companies and Persons, Advertising Agencies, and Brand Categories.
- R
338.058
H244H1 **Harris New York Manufacturers Directory**
Information on firms and executives within the state.
- R
338.058
M245M1 **Harris New Jersey Manufacturers Directory**
Information on firms and executives within the state.
- Ready
Reference **Harris Pennsylvania Industrial Directory**
R
338.058
H244H Published annually in cooperation with the Pennsylvania Department of Commerce, it lists manufacturers and distributors in the state. Arrangement is by county and city with alphabetical company name index and classification by product.
- R
332.63
In811 **International Directory of Company Histories**
Multi-volume set which traces the historical development of over 2,500 of the world's most important companies.

Ready
Reference
R
338.47
M319M

Manufacturing & Distribution USA

Three-volume set providing statistical data on manufacturing, the wholesale trade, and the retail sector. Includes the contents of the former *Wholesale and Retail Industries USA*.

Ready
Reference
R
332.312
M341M

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

Compiles market share information from periodical literature for North America with entries falling into the following categories: corporate market shares, institutional shares, brand market shares, and product, commodity, service, and facility shares. Includes comprehensive indexes for products, companies, brands, places, sources, and SIC codes.

Ready
Reference
R
332.63
St24S3

Standard & Poor's Industry Surveys (Published quarterly)

Basic analysis of major domestic industries. Each analysis examines the prospects for a particular industry and analyzes trends and problems in historical perspective. Provides comparisons of the growth in sales and earnings of the leading companies in each industry. (**Note:** The most recent issues are in Ready Reference. Older issues are on the shelves in the reference collection.)

Ready
Reference
332.63
St24S3

Standard & Poor's Stock Reports

Includes a set of volumes for each of the three major U.S. stock exchanges: NYSE, AMEX, and OTC. Arranged alphabetically by company name. (**Note:** The most recent issues are in Ready Reference. Older issues are on the shelves in the reference collection.)

INTERNATIONAL MARKETING

R
312.058
D396D

Demographic Yearbook

Provides international demographic information prepared by the United Nations.

R
332.63
D628D

Directory of American Firms Operating in Foreign Countries

Lists U.S. corporations having subsidiaries or affiliates in foreign countries. Only commercial firms having a substantial, direct capital investment are included. There is dual access either alphabetically by company name or by foreign country in which the firm operates.

R
338.094
Eu74E

European Marketing Data and Statistics, 2005

Annual statistical handbook of market information on the countries of Western and Eastern Europe. Included are statistics on population, employment, production, trade, standard of living, consumption, market sizes, retailing, literacy and education, culture and mass media, communications, households, travel and tourism.

R
338.094
In8I

International Marketing Data and Statistics, 2005

Published annually. Includes detailed information relevant to international market planning for countries in the Americas, Asia, Africa, and Oceania.

R
310.58
Un2Y

Statistical Yearbook

This volume gives yearly statistical information on all of the countries in the U.N., arranged by topic rather than country.

MARKET DATA AND STATISTICS

Sources in this section present information useful in market and financial analysis. They provide detailed demographic figures on the nation, states, counties, and cities, as well as up-to-date estimates on income groups, age groups, advertising, sales personnel, etc.

- Ready Reference
R
658.8
D396D
- Demographics USA: County Edition**
- Complete collection of marketing statistics including demographic, economic and commercial/ industrial estimates. Covers population and race/ethnicity, age/sex groups, household related data, Effective Buying Income, retail sales and number of establishments by twelve individual store groups, twelve merchandise line categories, consumer expenditure data, establishment and employment data and occupation data.
- Atlas Stand
Reference Department
- Rand McNally Commercial Atlas & Marketing Guide**
- Includes U.S. and Canadian regional and metropolitan area maps as well as data on U.S. transportation and communications, economy (including business, manufactures, and retail sales), and population. Provides state maps with an index of places and statistics.
- Ready Reference
R
317.3
Un3S
- Statistical Abstract of the United States**
- Annual compilation of industrial, social, political, and economic statistics of the U.S. Also available on the Internet.
- Periodicals
(Court Level)
- Survey of Current Business** (1921 to 2004)
- Descriptive and statistical material on basic income and trade developments in the U.S. Prices, foreign trade, commodities, industries, as well as economic accounts of the U.S., retrospective and prospective.

ADVERTISING

- R
384.554
B78B
- Broadcasting & Cable Yearbook**
- Provides a wide range of information on the radio, TV and cable industries.
- R
384.55
T236T
- Television and Cable Factbook**
- Lists television and cable companies, their personnel, brief history and advertising information as well as market rankings.

If you need assistance in finding resources or in searching the electronic databases, please speak with a Reference Librarian.

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