Marketing
A Guide to Selected Resources

See also International Business


Reference & Fact Finding

General Information

Advertising Age Encyclopedia of Advertising [REF HF 5803 .A38]
Profiles of 120 ad agencies from around the world, 80 of them contemporary. Also covered are 40 U.S. agencies of historic interest that have either merged with other entities or gone out of business. There are also entries for advertisers, brands, and campaigns (Airlines; Geritol; Kraft Foods, Inc.; Yahoo!); individuals (Burnett, Leo; Hearst, William Randolph; Packard, Vance); practical and theoretical aspects of advertising (Infomercial, Music and jingles, Package design, Psychographics, Targeting); and social, cultural, and historical issues (Consumer movement; Cultural symbols; Minorities: Representations in advertising). The third volume ends with appendices: "Advertising Hall of Fame," "Notable U.S. Advertising Degree Programs," "Top U.S. Advertising Agencies," "Top U.S. Advertisers," "Top Worldwide Advertising Agencies," and "Top Worldwide Advertisers."

The Advertising Database contains information on nearly 18,000 U.S. and international advertisers who each spend more than $200,000 annually on advertising. The Agency Database contains detailed profiles of nearly 14,000 U.S. and international agencies, including accounts represented by each agency, fields of specialization, and much more. Register for free 7 day access, including up to 12 searches.

International directory of marketing research companies and services.

Dictionary of marketing terms and idioms (acronyms and abbreviations, also). Extended explanations and diagrams included.

Encyclopedia of Consumer Brands [REF HF 5415.3 E527]
Information on products that have been leaders in their respective brand categories, including brand origin, early marketing strategy, brand development, and advertising.

Industry Information

North American Industrial Classification System (NAICS) [REF HF 1042 .N6 1997]
[http://www.census.gov/epcd/www/naics.html]
Similar to the SIC system, the NAICS was designed by a joint agreement between USA, Canada and Mexico. This 6 digit system lends itself towards more uniform definitions and makes it easier to compare US industrial statistics with economic data from other countries.

SIC codes are numerical codes designed by the U.S. Government in order to create uniform descriptions of business establishments. SIC codes can be used to bring together companies that produce similar products or services.
Statistics & Demographics

Statista [Library database]
Statistics and studies gathered by market researchers, trade organizations, scientific publications, and government sources on over 600 industries.

American Factfinder [http://factfinder2.census.gov/]
From the U.S. Census Bureau, demographic and economic characteristics of people, households and housing units (both occupied and vacant) for every state in the Nation, most areas with a population of 250,000 or more, and selected areas of 65,000 or more. Find country, state, county, metropolitan area data.

Consumer Expenditure Survey
Provides information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics.

Comprehensive compilation of industrial, political, and economic statistics for the United States.

U.S. Census Bureau [http://www.census.gov/]
Locate statistics for population, business, geographic, and economic. Includes news and special topics features.

Books & Articles

WorldCat Discovery is a single search box on the Library’s homepage that searches:

- All library-owned print books, including textbooks and reserves
- Millions of ebooks through eBook Central, Google Books, and the Hathi Trust Digital Library
- Journal articles, conference papers and newspaper articles from most of the Library's databases
  - Some databases are better suited to being searched directly (see the next section)
- And books and articles outside of our library by selecting Libraries Worldwide
  - Request items from other libraries using the “Request Items” button

Simply enter your terms into the single search box on the Library home page, and click Search. Use the resulting options (print book or article; date range; author, etc.) on the left of the results page to refine your search.

ONE SEARCH TO FIND THEM ALL

Browse the Call Numbers of print books (find and look around the below locations in the book shelves):
HF 5415 - Marketing
HF 1009 - Export Marketing

Other Article Databases

WorldCat Discovery searches MOST of the library databases. Those listed here are either NOT available via WorldCat Discovery or contain content that must be found or are better found directly in the relevant database. Each database below will include a note indicating not found (NF) or better found (BF).

If you cannot access the full text of an article in these databases, place an Interlibrary Loan/Document Delivery request.
**Business Source Elite** (BF – especially for company information and SWOT)
Full-text coverage of scholarly business, management and economics journals. Also includes Company Profiles with SWOT analysis.

**Nexis Uni** (NF)
News, company and industry information, financial information, and full text articles.

**Statista** (NF)
Statistics and studies gathered by market researchers, trade organizations, scientific publications, and government sources on over 600 industries

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**Great Websites!**

**American Demographics** (Registration Required) [https://americandemographics.com]
One of the best sources for marketing surveys of specific population groups.

**Marketing Resource Center** [http://www.marketingsource.com/]
Lots of links, plus an “articles library.”

**Marketing Power.com** [http://www.marketingpower.com/]
Sponsored by the American Marketing Association. Links to articles on ‘Best Practices’ and various marketing topics.

**Marketingterms** [http://www.marketingterms.com/dictionary]
Dictionary of marketing terms and directory of links.