

MARKETING & MARKETING RESEARCH INFORMATION RESOURCES

This bibliography or subject guide is designed to be a select list of the most frequently used sources for marketing, marketing research, and advertising information, particularly for SIUE marketing classes. It should be used in conjunction with the **Corporations and Industries** guide. Sources listed include those available at Lovejoy Library, through the Library's online subscriptions, and on the open, free internet.

BOOKS

HANDBOOKS, DICTIONARIES, & DIRECTORIES

JOURNAL ARTICLES: PERIODICAL INDEXES AND MAJOR JOURNALS

SELECT WEBSITES

For all Electronic Resources provided by the Library, see <http://www.siue.edu/lovejoylibrary/>

FINDING BOOKS

I-Share

- Catalog for Lovejoy Library and some 70 other Illinois libraries.
- Can submit interlibrary loan requests directly online for many items.

WorldCat

- Online Catalog for more than 44,000 libraries worldwide.
- Can submit interlibrary loan requests using **Illiad**, the electronic interlibrary-loan request system.

Some **Subject Headings** or terms to use in ILLINET Online or WorldCat:

Marketing [and related headings, e.g., Direct marketing, Industrial marketing, Interactive marketing, Internet marketing, Social marketing, Target marketing]

Market segmentation

Marketing research—Periodicals

Consumer panels

Consumers—Attitudes

Interviewing in marketing research

Market surveys

New products

Product management

Sales management

Sampling (Statistics)

Advertising

Marketing research

Consumer behavior

Consumer satisfaction

Focus group interviewing

Market share

Motivation research (Marketing)

Pricing

Retail trade—Research

Sales promotion

Selling

MAJOR DICTIONARIES & HANDBOOKS

- The Advertising Red Books.** (LexisNexis) (Ref. HF5805.S71, and HF 5805.S712 [annual])
[provides information on companies and other organizations that advertise, with types of media used, advertising agencies retained, and often, advertising budgets]
- The American Marketplace: Demographics and Spending Patterns.** 8th ed. (New Strategist Publications, 2007) (Ref. HA 203.A635 8th ed.)
- The Blackwell Encyclopedia of Management.** 12 vols. (Blackwell Business, 1997)
(Ref. HD 30.15. B463 1997). Volume 4 entitled: *Blackwell Encyclopedic Dictionary of Marketing.*
- Broadcasting & Cable Yearbook.** (Bowker, annual) (Ref. HE 8689.B792 latest) [Directory of television and radio stations and cable services. Also has maps, demographics, and rankings for regional markets in television and radio]
- Companion Encyclopedia of Marketing.** (Routledge, 1995) (HF 5415.C547353 1995)
- Complete Multilingual Dictionary of Advertising, Marketing, and Communications: English, French, German.** (Passport Books, 1984) (Ref. HF 5803.P63 1984)
- Dartnell's Advertising Manager's Handbook.** 4th ed. (Dartnell, 1997)
(Ref. HF 5823.D27 1997)
- The Dartnell Marketing Manager's Handbook.** 3rd ed. (Dartnell Corp.)
(Ref. HF 5415.13.D33 1994)
- Data Sources for Business and Market Analysis.** 4th ed. (Scarecrow Press, 1994)
(Ref. HF 5415.124.F7 1994)
- Demographics USA. County Edition.** (Market Statistics, 1993—) (Ref. HF 5413.3.S99)
[very detailed local geographic data on demographics, income, and retail sales]
- Dictionary of Marketing and Advertising.** (J. Wiley, 1995) (Ref. HF 5415.R577 1995)
- Dictionary of Marketing Research.** (St. James Press, c1987) (Ref. HF 5415.2.M48 1987)
- Dictionary of Marketing Terms.** 2nd ed. (NTC Business Books, 1995)
(Ref. HF 5415.D4874 1995, and also Online via netlibrary.com)
- The Direct Marketing Handbook.** (McGraw-Hill, 1984) (HF 5438.25.D555 1984)
- Dun & Bradstreet's Guide to Doing Business Around the World.** Rev. ed. (Prentice Hall, 2001) (Ref. HF 1416.M78 2001)
- Editor & Publisher Market Guide.** (Editor & Publisher) (Ref. HF 5905.E38 Latest [annual])
[provides detailed statistics on U.S. and Canadian cities that have at least one daily newspaper]

Encyclopedia of Business Information Sources. 20th ed. (Gale) (Ref. HF 5353.E9 2005).
[Covering more than 1,000 business subjects, this guide provides information sources by type of material, including general background works, abstracts & indexes, almanacs & yearbooks, directories, handbooks, databases, periodicals, research centers & institutes, and trade & professional associations]

Encyclopedia of Consumer Brands. 3 vols. (St. James Press, 1994)
(Ref. HF 5415.3.E527 1994)

Encyclopedia of Major Marketing Campaigns. (Gale Group, 2000-)
(Ref. HF 5837.E53 2000 vols. 1-2)

The Gallup Poll Briefing. (Gallup Organization, 2006-)
(Ref. HM 261.A1G35 [monthly])

The Gallup Poll. (Scholarly Resources) (Ref. HN 90.P8G35 annual)] [cumulative list of the questions and statistical analysis of the answers given to the polls conducted by Gallup Poll]

Green Book: Worldwide Directory of Focus Group Companies and Services
(American Marketing Association) (Ref. H 61.28.F63 2004) [Also see website,
www.greenbook.org for online retrieval of firms]

Green Book: Worldwide Directory of Marketing Research Companies & Services.
(American Marketing Association) (Ref. HF 5415.2.G69 2004). [Also see website,
www.greenbook.org for online retrieval of firms]

Handbook of Marketing. (Sage, 2002) (Ref. HF 5415.H18665 2002)

Handbook of Marketing Scales: Multi-item measures for marketing and consumer behavior research. (Sage Publications) (HF5415.3.B323 1999)

The Insider's Guide to Demographic Know-how: Everything You Need to Find, Analyze, and Use Information About Your Customers (American Demographics, 1993) (Ref. HF5415.2.I535 1993)

International Marketing Data and Statistics. (Euromonitor) (Ref. HA42.I56 annual)

Introduction to Online Market & Industry Research: Search Strategies, Case Study, Problems, and Data Source Evaluations and Reviews
(Thomson/Texere, 2004) (Ref. HF 5415.2.I57 2004)

The Lifestyle Market Analyst. (SRDS) (Ref. HF 5415.33.U6L54 annual) [provides demographic information combined with consumer behavior patterns, arranged geographically by ADIs]

Market Share Reporter. (Gale Group) (Ready Ref. HF 5410.M35 [Latest--annual]) [See general discussion on locating market share information in "How do I ...[hot link]]

Marketing Information: A Professional Reference Guide. 3rd. ed. (Georgia State University Business Press, 1995) (Ref. HF 5415.124.M37 1995)

Marketing Scales Handbook: A Compilation of Multi-Item Measures. 4 vols. (American Marketing Assoc., 1992-2005) (Ref. HF 5415.3.B785 1992)

Rand McNally ... Commercial Atlas & Marketing Guide. (Rand McNally) (Ref. G 1019.R22 2003)

Roper Center for Public Opinion Research. (Online through **Lexis-Nexis Academic Universe**)

Statistical Abstract of the United States. (U.S. Government Printing Office) (Ref. HA 202.S8 2004-05) (Docs. C 3.134: [older]) (Also ONLINE at <http://www.census.gov/compendia/statab/>) [Best place to begin for almost any statistical question, whether population, income, price, or health]

Survey of Buying Power and Media Markets. (Sales & Marketing Management) (Ref. HF 5415.S87 2005) [Formerly, a special issue of *Sales & Marketing Management*, this annual provides statistics on population, income, retail sales, and media for counties and metropolitan areas. No longer published as annual supplement.]

JOURNAL ARTICLES – Online Indexing and Abstracting Services

* Indicates database includes full-text or full image of some articles.

ABI/INFORM Complete (ProQuest) * – Abstracts articles in all subject areas of business and economics; covers both trade periodicals and academic journals. Very good indexing vocabulary. Available online at: http://www.siue.edu/lovejoylibrary/research_tools/business.shtml.

LexisNexis Academic * – Click on “Business.” Available online at http://www.siue.edu/lovejoylibrary/research_tools/general.shtml.

EBSCOhost – Business Source Elite * – Similar to ABI/INFORM. Available online at http://www.siue.edu/lovejoylibrary/research_tools/business.shtml.

F&S Index United States. (Ref. Index Table HF 4963.F83 1993-) (earlier title in Ref.) – Strictly a print index, a very good detailed company, product, and industry periodical index.

PsycINFO – Broad-based indexed to psychological literature—often of great use in marketing contexts. Available online at http://www.siue.edu/lovejoylibrary/research_tools/education.shtml.

[Other periodical and newspaper indexes, along with other sources, listed on a library subject guide for Business, **A Selected List of Sources of Information on Corporations and Industries.**

Finding a Particular Journal/Periodical:

- Some titles are in print/microform, some electronic, some both. How do you know which?
- The online catalog, *ILLINET Online*, will tell you what periodicals/journals the Library holds in print or microform. In the online journal databases, the full-text may be immediately accessible, or a link will be provided to take you to the full text in another system. But if you are not in a particular journal database, to determine if a journal is electronically available in full text/image, follow these steps:
- from the Library's homepage (<http://www.siue.edu/lovejoylibrary/>), select “**eJournals by Title (SFX)**” under the “**Find Articles**” section.
- within the “Electronic Journals” search screen, enter the title of the desired journal in the space provided.
- use the hot link(s) provided to access the appropriate database holding the journal’s full text.

PRINCIPLE JOURNALS ACCESSIBLE at SIUE:

Advances in Consumer Research (HF5415.A2A3)

Advertising Age

American Demographics

B to B [previous titles: *Advertising Age’s Business Marketing*, *Industrial Marketing*]

Brandweek

Business Horizons [microfiche & online]

Harvard Business Review [print, microfiche & online]

Industrial Distribution

International Journal of Research in Marketing

JMR, Journal of Marketing Research

Journal of Marketing

Journal of Advertising

Journal of Advertising Research

Journal of Consumer Affairs

Journal of Consumer Marketing [microfiche & online]

Journal of Consumer Research

Journal of Macromarketing [print & recent online]

Journal of Marketing

Journal of the Academy of Marketing Science

International Journal of Market Research: the Journal of the Market Research Society

Marketing Health Services [AMA—online]

Marketing Research

Marketing News [AMA—print & online]

Marketing Science

Mediaweek

Sales & Marketing Management

Services Marketing Quarterly [formerly, *Journal of Professional Services Marketing*]

SELECT WEBSITES

AdAge.com – <http://adage.com> [website of *Advertising Age*; provides some significant, free statistics on media companies and advertising]

Advertising World – <http://advertising.utexas.edu/world/> [“The ultimate marketing communications directory”]

American Marketing Association – <http://www.marketingpower.com/>

Consumer Expenditure Survey – <http://www.bls.gov/cex/home.htm> [quarterly surveys conducted by U.S. Dept. of Labor on buying habits of American consumers]

Corporate Information – <http://www.corporateinformation.com>

County Business Patterns – <http://www.census.gov/epcd/cbp/view/cbpview.html>

Fortune 500 and Global 500 – <http://www.fortune.com/companies/>

International Market Research Mall – <http://IMRmall.com>

MarketResearch.com – <http://marketresearch.com>

Market Research Portal—<http://www.marketresearchworld.net/> [UK-based website providing extensive resources on various aspects of market research]

“Pew Internet & American Life” – <http://www.pewinternet.org/index.asp>

Researching Companies Online – <http://www.learnwebskills.com/company/>

Stat-USA – <http://www.stat-usa.gov/> (from U.S. Commerce Dept. Available online in Library via password; ask at Library Information Desk)

Statistical Resources on the Web – <http://www.lib.umich.edu/govdocs/stats.html>

U.S. Census Bureau – <http://www.census.gov> [official source of all baseline population, housing, social and income characteristics]

NEED MORE HELP?

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