



Marketing

General Reference Sources

*Available on campus and remotely with an SSO ID and password.

<i>AMA Complete Guide to Small Business Marketing</i>	REF HF5415.1 .C595 1993
<i>Blackwell Encyclopedic Dictionary of Marketing</i>	REF HD30.15 .B54 1997 v.4
<i>The advanced dictionary of marketing : putting theory to use</i>	REF HF 5412 .D33 2008
<i>Dictionary of Marketing Communications</i>	REF HF 5412 .G68 2004
<i>Encyclopedia of Consumer Brands</i>	REF HF 5415.3 .E527 1994 (3 vols.)
<i>Encyclopedia of Major Marketing Campaigns</i>	REF HF 5837.E53 2000
<i>Gale Virtual Reference Library*</i>	Business and economic encyclopedias
<i>Green Book</i>	http://www.greenbook.org/ International directory of marketing research houses and services
<i>MRA Blue Book, Research Services Directory</i>	http://www.bluebook.org/ Marketing research services directory

Article Indexes (Databases)

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<i>ABI/Inform*</i> Includes <i>Wall Street Journal</i> 1984 to present.	<i>Business & Company Resource Center*</i> Articles, company profiles
<i>Academic OneFile*</i>	<i>Business Source Premier*</i> Full text available for many articles.
<i>Academic Search Premier*</i>	<i>General OneFile*</i>
<i>American Business Journals</i> - http://www.bizjournals.com Includes <i>St. Louis Business Journal</i>	<i>Lexis-Nexis Academic™*</i> Most articles are full text.

Economic Data/Statistical Sources

See: *Economics* subject guide for more sources.

Bureau of Economic Analysis	http://www.bea.gov
County Business Patterns	http://www.census.gov/econ/cbp/index.html
FedStats	http://www.fedstats.gov
FRED Economic Times Series Database (FRB-St. Louis)	http://research.stlouisfed.org/fred2
Missouri Office of Social & Economic Data Analysis	http://www.oseda.missouri.edu
<i>Statistical Abstract of the U. S.</i>	http://www.census.gov/compendia/statab Also available at the Reference Desk

Advertising

Ad \$ Summary	REF HF 5813.U6 L541x Advertising expenditure data across ten media
Ad*Access	http://library.duke.edu/digitalcollections/adaccess/ Images of U.S. and Canadian newspapers and magazine advertisements from 1911 – 1955.
Advertising Red Books	REF HF5805 .S72x , v. 1-2 Directory of advertisers
Broadcasting & Cable Yearbook	REF HF6146.R3 B73 Broadcasting and cable directory
Emergence of Advertising in America	http://library.duke.edu/digitalcollections/ea/ Advertising items and publications dating from 1850 to 1920, illustrating the rise of consumer culture and the birth of a professionalized advertising industry in the United States.

Market Research – General

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ABI/Inform*	To find market shares, do a keyword search using <i>market shares</i> in combination with a product or company.
Business & Company Resource Center*	Includes Market Share Reporter . Do a company search and click on Rankings tab.
Lifestyle Market Analyst	REF HF5415.33.U6 L54 A reference guide for consumer market analysis.
Market Share Reporter	REF DESK HF5410 .M35 Also online in Business & Company Resource Center* (see above).
Rand McNally ... Commercial Atlas & Marketing Guide	REF ATLAS G1019 .R22 This atlas provides current information on demographics for marketing.

Market Research – Opinion Polls

*Available on campus and remotely with an SSO ID and password.

Polling the Nations*	A comprehensive collection of public opinion
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Market Research – Demographics

*Available on campus and remotely with an SSO ID and password.

American Factfinder	http://factfinder.census.gov Good source for US housing and demographic information.
Best Customers: demographics of consumer demand	REF HC 79 .C6 R87 Many categories of products and services.
Bureau of Labor Statistics	http://www.bls.gov CPI, PPI, employment, inflation calculator, and more.
Communications and Mass Media*	Marketing statistics & media information for areas throughout the US.
Consumer Expenditures Survey	http://www.bls.gov/cex/ Buying habits, data on consumer expenditures, income, and unit (families and single consumers) characteristics.
Demographics USA (County Edition)	REF DESK HF 5415.2 .S94x County and state demographic, income, and sales data.
ESRI Data – Zip Code Tool	http://www.esri.com/data/esri_data/ Provides demographic variables and consumer behavior characteristics.
Missouri Statistical Abstract	http://econ.missouri.edu/Publication/SAM/Index.html
Statistical Abstract of the U. S.	http://www.census.gov/compendia/statab Also available at Reference Desk. Provides many statistics on U.S. economy, some at state level.

Wages by Area and Occupation	http://www.bls.gov/bls/blswage.htm
<i>"Who's Buying" series</i>	Do a TITLE search in the catalog for various "Who's Buying" publications. Consumer demographics, profiles, and statistics for specific products.
U. S. Census Bureau	http://www.census.gov Population and economic data for the U.S.

General Web Sites

American Marketing Association	http://www.marketingpower.com Listing of conferences, publications, best practices articles on core marketing topics, and job board.
Marketingprofs.com	http://www.marketingprofs.com Articles, marketing FAQ, case studies, marketing seminars, and selected links.

Industry Analysis: SEE *Corporations & Industries* Subject Guide

International: SEE *International Marketing* Subject Guide