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 Iliad, 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]
<table>
<thead>
<tr>
<th>Advertising</th>
<th>Brand name products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer behavior</td>
<td>Consumer panels</td>
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<td>Consumer satisfaction</td>
<td>Consumers—Attitudes</td>
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<tr>
<td>Focus group interviewing</td>
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<tr>
<td>Interviewing in marketing research</td>
<td>Market segmentation</td>
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<tr>
<td>Market share</td>
<td>Market surveys</td>
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<tr>
<td>Marketing—Planning</td>
<td>Marketing research</td>
</tr>
<tr>
<td>Marketing research—Periodicals</td>
<td>Motivation research (Marketing)</td>
</tr>
<tr>
<td>New products</td>
<td>Pricing</td>
</tr>
<tr>
<td>Product management</td>
<td>Retail trade—Research</td>
</tr>
<tr>
<td>Sales management</td>
<td>Sales promotion</td>
</tr>
<tr>
<td>Sampling (Statistics)</td>
<td>Selling</td>
</tr>
</tbody>
</table>

### 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]


**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]


**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)


**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— ) (HF 5413.3.S99) [very detailed local geographic data on demographics, income, and retail sales]


Dictionary of Marketing Terms.  2nd ed.  (NTC Business Books, 1995)  
(Ref. HF 5415.D4874 1995, and also Online via netlibrary.com)


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.  24th ed.  (Gale)  (Ref. HF 5353.E9 2009).  
[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]

(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, 2006-2008)  
(Ref. HM 261.A1G35 [monthly])

The Gallup Poll.  (Scholarly Resources)  (Ref. HN 90.P8G35 annual, 1935-2007)  [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)  (H 61.28.F63 2004)  [Also see website, www.greenbook.org for online retrieval of firms]


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


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 Encyclopedia of Business and Management. 8 vols. (Thomson Learning, 2002) (Ref. HF1001.I53 2002) [See volume containing marketing articles]

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

Introduction to Online Market & Industry Research: Search Strategies, Case Study, Problems, and Data Source Evaluations and Reviews (Thomson/Texere, 2004) (Ref. HF5415.2.I57 2004)


Market Share Reporter. (Gale Group) (Ready Ref. HF5410.M35 [Latest--annual]) [See general discussion on locating market share information in FAQs]


Survey of Buying Power and Media Markets. (Sales & Marketing Management) (Ref. HF5415.S87 1997-2005) [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.]
MARKET RESEARCH DATABASES:

First Research Industry Profiles— from D&B (Dun & Bradstreet) and available from the Publications tab within ABI/INFORM. These are industry reports for anyone needing quick information on a target industry. Its industry profiles cover over 300 business sectors and highlight industry trends & business issues.

Global Market Navigator. Market research database from Mintel which provides critical market data, e.g., market share, for consumer industries worldwide.

Passport Markets. Euromonitor market reports and market size statistics on 21 consumer and service industries, with accompanying company profiles and statistics.

Standard & Poor's Industry Surveys. (Stacks HG 4961.S75--print version for older years) [Available online through Standard & Poor’s NetAdvantage service. Provides extensive coverage of 52 major U.S. industries, with sections on current environment, industry profile, how the industry operates, key ratios and statistics, and comparative company analysis]

JOURNAL ARTICLES – Online Indexing and Abstracting Services

* Indicates that 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.

LexisNexis Academic * – Click on “Business.

EBSCOhost – Business Source Elite * – Similar to ABI/INFORM.

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.

Finding a Particular Journal/Periodical:

- Some titles are in print/microform, some electronic, some both. How do you know which?
- The online catalog, UFind, 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/), under the Find section, select “Journals, Magazines, and More,” and then on the next screen, “By Title.”

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:**
[Access varies—many titles available electronically, some titles only in print/microform, some both]

*Advances in Consumer Research* (HF5415.A2A3)
*Advertising Age*
*American Demographics* [ceased publication in 2005]
*B to B* [previous titles: *Advertising Age’s Business Marketing, Industrial Marketing*]
*Brandweek*
*Business Horizons* [microfiche & online]
*European Journal of Marketing*
*Harvard Business Review* [print, microfiche & online]
*Industrial Distribution*
*Industrial Marketing Management*
*International Journal of Advertising*
*International Journal of Research in Marketing*
*International Journal of Retail & Distribution Management*
*International Marketing Review*
*JMR, Journal of Marketing Research*
*Journal of Business & Industrial Marketing / AMA*
*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 Database Marketing & Customer Strategy Management*
*Journal of Global Marketing*
*Journal of Interactive Marketing* [formerly, *Journal of Direct Marketing*]
*Journal of International Consumer Marketing*
*Journal of Macromarketing* [print & recent online]
*Journal of Marketing*
*Journal of Marketing Management*
*Journal of Public Policy & Marketing / AMA*
*Journal of Retailing*
*Journal of Services Marketing*
Journal of the Academy of Marketing Science
Marketing Health Services [AMA—online]
Marketing Management / AMA
Marketing Research
Marketing News [AMA—print & online]
Marketing Science
Mediaweek
Psychology & Marketing
Qualitative Market Research
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/Pages/default.aspx


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

County Business Patterns – http://www.census.gov/econ/cbp/index.html


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://pewinternet.org/

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

Roper Center for Public Opinion Research – http://www.ropercenter.uconn.edu/
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]