Marketing

Selected Resources

VIDEOS

MEDIA: HF5679 .D6 1990
Dollars and Sense

MEDIA: HF5415 .H68 1990
How to Find New Customers

MEDIA: HF5415.2 .M3556 1988
Marketing Research

WEBSITES

A.C. Nielsen Marketing Research:
http://acnielsen.com
Advertising Resource:
http://adres.internet.com
American Demographics:
http://www.demographics.com
Cyber Atlas–Marketing Research:
http://cyberatlas.internet.com
Marketing Teacher:
http://www.marketingteacher.com
Thomas Register:
http://www.thomasterRegister.com
U. S. Demography:

SELECTED JOURNALS

ONLINE

ABA Bank Marketing
Adweek Magazine’s Technology Marketing
Bank Marketing
CPA Marketing Report
Direct Marketing
In-Store Marketing
International Journal of Advertising & Marketing to Children
Sales and Marketing Management

PRINT

Sales and Marketing Management
Survey of Buying Power/Survey of Media Markets

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09/04

Moss Kendrix
The first African-American to acquire major accounts such as Coca-Cola and Carnation.

John B. Cade Library

Southern University and A&M College
167 Roosevelt Steptoe Avenue
Baton Rouge, Louisiana 70813-0001
http://www.lib.subr.edu
(225) 771-2875
**SELECTED RESOURCES**

**Marketing**

**ALMANAC**

REF. HF 5429.3 .P57 1997


Presents a complete overview of the entire retail business. Provides a one-stop source for researchers of all types, with complete profiles on the Retail 500 – the leading firms in retail stores, retail services, catalogs and on-line sales.

**ATLASES**

REF. G 1019 .R22 2000


Provides maximum demographic coverage of the U.S., bringing together current economic and geographic information with an authoritative interpretation of business data.

**BIBLIOGRAPHIES**

REF. HF 5353 E9

Encyclopedia of Business Information Sources: Detroit, MI: Gale Research Co. 2000.

A bibliographic guide to over 33,000 citations covering more than 1,100 subjects in both print and electronic formats, of interest to business faculty, students and personnel.

**DATABASES**

**Business Source Premier**

Provides full text for nearly 3,000 scholarly business journals including more than 1,000 peer-reviewed business publications.

**JSTOR**

Houses a representative number of business marketing journals that date from the very first issue, in most cases, to a few years ago.

**Lexis-Nexis Academic Universe**

Provides access to a wide range of news, business, legal and reference information.

**Regional Business News**

Incorporates 75 business journals, newspapers and newswires covering all metropolitan and rural areas within the United States.

**WorldCat** (Online Union Catalog)

Provides citations to more than 44 million books, videos, sound recordings, maps, scores, manuscripts, archives, and more – representing 400 languages.

**DICTIONARIES**

REF. HF5415 .Y33 2002


Encyclopedic definitions providing explanations, observations and comments, plus guidelines and advice based on practical experience.

REF. HF 5415.2 .K627 1996


Containing more than 2500 entries, it provides definitions and explanations of terms, techniques and concepts from all areas of social and market research.

REF. HF 5415 .D4874 1995


Provides definitions of marketing terminology for use by marketing students and professionals.

**DIRECTORIES**

REF. HF 5065 .L8 2002


Locate businesses by city and yellow page category, major employers and manufacturers by city and product.

REF: T223.V4 A22


The Brands section is an alphabetical listing of all brands collected; entries include the trade names, a description of the product and the manufacturer or distributor. The Company section contains company names, address, address, phone numbers (including fax and toll-free numbers) and URL and e-mail addresses when available.

**ENCYCLOPEDIAS**

REF. HF 5837.E53 2000


Profiles 500 of the most notable advertising and marketing initiatives of the twentieth century.

REF. HF 5415.N58513 1997


An important work for the global-thinking, English-speaking marketers in understanding the terminology, tools and techniques used in marketing.

**HANDBOOKS/MANUALS**

REF. HF 5415.2 .H362 2000


Written by the industry's leading market research practitioners, this volume covers subjects such as planning a survey or designing a questionnaire, and collecting, assembling, analyzing and presenting data.