

# International Marketing

## Subject Research Guide

Contained within this document are selected resources at the Monmouth University Library, useful for locating information on company research. For additional resources, search the Library catalog or call the reference desk at 732.571.3438.

### Finding Books

Visit <http://millenium.monmouth.edu/search.html> to find books in the Monmouth University Online Library Catalog.

### Reference Books

#### Guides to Resources

*Encyclopedia of Business Information Sources*. Ref HF 5351 E93 Reference Desk

#### Demographics and General Statistics

*Demographic Yearbook*. United Nations. Ref HA17 D45

*The Europa World Year-Book*. Ref JN1 E85

*Statesman's Year Book*. Ref JA51 S7

*Statistical Yearbook*. United Nations. Ref HA12.5 U63

Basic statistics on all UN countries including population and manpower, wages and prices, and consumption.

*World Factbook*. CIA. Ref G122 U56

#### Economic Statistics

*World Development Indicators*. World Bank. Ref HC59.15 W656 Additional World Bank data can be found at:

<http://www.worldbank.org/data/countrydata/countrydata.html>

## Market Characteristics

*Guide to the World's Major Emerging Economies: Country Analysis and Forecast Reports.* Ref HC59.7 B867 2000

## Import/Export

*A Basic Guide to Exporting.* U.S. Dept. of Commerce. Ref HF 1416.5 B37 2000 Business Collection

*Foreign Trade Barriers.* Ref HF1456 U53 Business Collection

*International Trade Statistics Yearbook.* United Nations. Ref HF91 U473.

[United States International Trade Commission\(USITC\)](http://www.usitc.gov/) <http://www.usitc.gov/>

## Advertising

*Standard Directory of Advertisers.* 2 vols. Ref HF 5805 S7. Business Collection

## Search Tips

Keyword Searching - "marketing" and "international".

## Finding Journal Articles

Visit <http://library.monmouth.edu/researchdb/researchdb.php> to locate databases available at Monmouth University. The databases provide access to articles in newspapers, magazines, trade publications, and scholarly journals.

Databases for conducting research on marketing can be accessed from the Research Databases page under the subject category **Business & Economics** or from the **alphabetical list of databases**:

ABI-Inform Global	Covers all aspects of business research. Excellent international coverage.
LexisNexis Academic	Full-text, great source for trade journals and newsletters. Choose <b>Business</b> section for News and Industry & Market information. Up-to-date international coverage, choose <b>News</b> section and select World News in news category and specific region under news source.
The National Trade Data Bank (NTDB)	Produced by the U.S. Department of Commerce. It contains trade statistics, import/export information, civil rights and labor reports, etc. Available on STAT-USA <a href="http://www.stat-usa.gov/stat-usa.html">http://www.stat-usa.gov/stat-usa.html</a> (password required). Please ask at Reference Desk.
Standard & Poor's NetAdvantage	Electronic version of most of S&P's investment research and commentary, directories and data on 85,000 private companies.
Corporate Affiliations	Provides information on parent companies, affiliates, subsidiaries and divisions.
New York Times (Proquest)	Full-text and full image New York Times articles, 1851-current.
Wall Street Journal	Full-text to Wall Street Journal articles.

## Print Indexes

Print indexes are a good source for older company information, not covered in online databases (usually prior to 1985).

*Business Periodicals Index* **Stack Ref Z 7164 C81 B983**

Good for pre-1985 company information. Indexes articles from over 300 business and management journals.

*Wall Street Journal Index*. **Stack Ref HG 1 W26**

Annual volumes and monthly updates. Information on Corporations, General News, and Dow Jones Averages.

## Web Resources

Country Studies	<a href="http://lcweb2.loc.gov/frd/cs/profiles.html">http://lcweb2.loc.gov/frd/cs/profiles.html</a>
Economist - Country Profiles	<a href="http://www.economist.com/countries/">http://www.economist.com/countries/</a>
Foreign Trade Division - US Census Bureau	<a href="http://www.census.gov/foreign-trade/www/index.html">http://www.census.gov/foreign-trade/www/index.html</a>
International Trade Administration	<a href="http://www.ita.doc.gov/">http://www.ita.doc.gov/</a>
United Nations. Statistics Division	<a href="http://unstats.un.org/unsd/">http://unstats.un.org/unsd/</a>

## Need more help?

- Access the Monmouth University Library Page at <http://library.monmouth.edu/>
- Access the Research Help Page at <http://library.monmouth.edu/help/help.php>
- Use our Ask-a-Librarian service at <http://library.monmouth.edu/help/ask.php>
- See the Library's hours at <http://library.monmouth.edu/about/about.php#hours>
- Call the reference desk at 732.571.3438.

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