

Marketing – U.S.

Subject Research Guide

Contained within this document are selected resources at the Monmouth University Library, useful for locating information on marketing. 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

Ref HF 5415.124 F7 2003 Reference Desk - *Data Sources for Business and Market Analysis*. A resource guide with particular emphasis on government sources.

Ref HF 5351 E93 2004 Reference Desk - *Encyclopedia of Business Information Source*. Lists print and electronic sources, research institutes and professional associations. Information is organized by general business topics.

Demographics & General Information

2000 Census. Census data is available online from the US Census Bureau.

<http://www.census.gov/main/www/cen2000.html>

Ref HA 214 A44 1998 - *Almanac of the 50 States: Basic Data Profiles with Comparative Tables*. Provides a general overview of every state, along with tables of comparative ranking.

Ref HA 203 A635 - *The American Marketplace: Demographics & Spending Patterns*. Annual compilation of data collected by the government and organized into eight topic areas - education, health, income, labor force, living arrangements, population, spending & wealth.

Ref HA 202 A36 2000 - *County and City Data Book*.

Covers population, crime, education, income, housing, labor force, manufacturers, wholesale and retail trade, government employment and finances. Electronic access from catalog.

Ref HB 849.49 R875 2000 - *Demographics of the U.S.: Trends and Projections*. Updates Historical Statistics of the U.S. and analyzes new trends that are reshaping our society.

Ref HF5837 E53 2000 - *Encyclopedia of Major Marketing Campaigns*.

Ref HF 5415.3 B323 1999 - *Handbook of Marketing Scale*. Compilation of measures used in marketing research. Each entry consists of information about the measure followed by the measure itself.

Ref HF 5410 M35 Business Collection - *Market Share Reporter*. Market share data on companies, products and services, organized by SIC code.

Ref HA 202 Reference Desk - *Statistical Abstract of the United States*. Annual publication is the standard summary of statistics on the social, political and economic organization of the United States. Source publication cited after each table.

Ref HA 214 S84 1998 - *Statistical Portrait of the United States: Social Conditions and Trends*. Covers population, education, health, income, housing, religion, and leisure.

Economic Statistics

Ref HC 101 E385 - *Economic Indicators Handbook*. Presents 254 statistical series used for measuring the U.S. economy. Online access at:
<http://www.gpoaccess.gov/indicators/index.html>

Ref HC 106.5 A272 Reference Desk - *Economic Report of the President (Annual)*. Appendix B contains useful, up-to-date statistics on income, employment and production.

Market Characteristics

Ref G1019 R22 Atlas stands - *Rand McNally Commercial Atlas and Marketing Guide*. Marketing data with maps, tables and charts for each state including economic demographic data, colleges, railroads, airlines, major corporations, zip code and telephone area code maps.

Advertising

Ref HF 5805 S714 Business Collection - *The Advertising Red Books*.

Ref HF 5437 S3x - *Survey of Buying Power and Media Markets*. Annual feature of Sales and Marketing magazine. Population, income, sales, buying power statistics nationwide and by metropolitan area.

Professional Associations

American Marketing Association <http://www.ama.org/>

Search Tips

Keyword Searching - "marketing"

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 Business section for News and Industry & Market information. Up-to-date international coverage, choose News 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 http://www.stat-usa.gov/stat-usa.html (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.

Additional Marketing Resources on the Internet

American Factfinder	http://factfinder.census.gov
Bureau of the Census	http://www.census.gov
Bureau of Labor Statistics	http://stats.bls.gov
State & County QuickFacts	http://quickfacts.census.gov/qfd/index.html

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