

# MARKETING RESEARCH RESOURCES

## MKT425

### CONSULS Subject Headings:

CONSULS is a shared library information system that contains the catalog of the four CSU libraries and the State Library of Connecticut. CONSULS is accessed via the Buley Library home page, located at:

<http://www.library.southernct.edu/>

Select CONSULS on the library home page. CONSULS can be searched by author, subject, title, keyword, author/title, journal title, by call number (Library of Congress, Dewey, and Government Document classification). It can also be searched by publisher number (ISBN and ISSN).

*Appropriate subject headings and keywords for secondary research include, but are not limited to:* advertising – brand name products, advertising research, brand choice, brand equity, brand name products – marketing, brand value, consumer behavior, consumer behavior – research, consumers, consumers – psychology, consumption, customer relations, customer satisfaction – statistical methods, demographic surveys, demographics, demography, franchises, market research, market segmentation, market surveys, marketing, marketing research, marketing research – statistical methods, marketing scales, questionnaires, and scaling (social sciences) – handbooks, manuals, etc.

### MARKETING RESEARCH GUIDES AND HANDBOOKS

TITLE	CALL NUMBER
Business Information: How to Find It, How to Use It	REF HF5356.L36 2000
Encyclopedia of Business and Information Sources	REF HF5353.E52
Insider's Guide to Demographic Know-how	REF HF5415.5 I535 1995
Small Business Sourcebook	REF HD2346 .S635 2002 v.1-2
Analysis of customer satisfaction data	HF5415.335 A43 2000
Constructing effective questionnaires	HN29 P45 2000
Cycles, Trends, and Turning Points: Practical Marketing & Sales Forecasting Techniques	HF5415.2 .C77 2000
Developing a Marketing Orientation	HF5415.2 .D44 1999
Handbook for Focus Group Research	HF5415.2 .G695 1998
Handbook of International Market Research Techniques	HF5415.2 .H362 2000
Handbook of Online Marketing Research	HF5415.2 G776 2001
Hispanic Market Handbook: A Definitive Source for Researching This Lucrative Segment of American Consumers	HC110.C6 .V347 1995
Market Research Matters: Tools & Techniques for Aligning Your Business	HF5415.2 .D83 2000
Marketing Research	HF5415.2 .W66 1999
Marketing Research: an aid to decision making	HF5415.2 .S469 2002
Marketing Research	HF5415.2 W74 2002
Marketing to American Latinos: A Guide to the In-Culture Approach	HC110.C6 .V35 2000
Measuring Customer Satisfaction	HF5415.335 H39 1998
Qualitative Research in Intelligence and Marketing: The New Strategic Convergence	HD38.7 .W35 2001
Research in Consumer Behavior	HF5415.2 .R483
Research in Marketing	HF5415.2 .R434
State of the Art Marketing Research	HF5415.2 .B555 1998
Understanding and Designing Market Research	HF5415.1 .W39 2002
Understanding the Consumer	HF5415.32 .S95 2003
Using Market Knowledge	HF5415.2 .U85 2001
Why We Buy: the Science of Shopping	HF5415.2 .U53 1999

# MARKETING RESEARCH RESOURCES MKT425

## MARKETING DICTIONARIES/GUIDEBOOKS

TITLE	CALL NUMBER
Encyclopedia of Business Information Sources	REF HF5353.E9 2002
Dictionary of Marketing Research	REF HF5415.2.V35 1987
Dictionary of Marketing Terms	REF HF5803 .T56 2000
International Dictionary of Marketing	REF HF5412 .Y33 2002

### Marketing Research Glossary

<http://www.quirks.com/resources/glossary.asp>

From Quirks Marketing Research Review. A list of over 700 marketing research words and phrases.

## GEOGRAPHIC & DEMOGRAPHIC MARKET SURVEYS

### American marketplace: demographics and spending patterns

REF HA214.A512 2001

Provides statistical trends in education, health, income, labor, households, population, spending and wealth.

### America's top-rated cities

REF HA214.A43 2001

### Business rankings annual

REF HG4050.B88

### Business statistics of the United States

REF HC101 .A13122

### County and City Data Book (US Census Bureau)

REF HA202.A36

also available at:

<http://www.census.gov/statab/www/ccdb.html>

### Datapedia of the United States, 1790-2005: America Year by Year

REF HA202. K87 2001

### Demographics USA (county edition)

REF HF5415.1 .D46 2001

U.S. Census population and housing data, purchasing power, projections and current estimates, and income distribution by county with state totals.

### Places Rated Almanac

REF HN60.S284 2000

Composite rankings for U.S. metropolitan areas. Guide to finding the best places to live in the United States and Canada.

### Sourcebook of Zip Code Demographics

REF HA203.S67

### Sourcebook of County Demographics

REF HA203.S65

U.S. Census population and housing data, projections, income distributions and Market Potential Indexes for each zip code, county, DMA, and MSA area.

### Statistical Abstract of the United States

REF HA202.A25

### U.S. by the numbers

REF HC106.82.K43 2000

### U.S. market trends & forecasts

REF HD30.27 .U77 2002

### Age, 2000

<http://www.census.gov/prod/2001pubs/c2kbr01-12.pdf>

### American FactFinder (US Census Bureau)

<http://factfinder.census.gov/>

U.S. Census bureau data including community profiles.

### Black population in the United States, 2000

<http://www.census.gov/population/www/socdemo/race/black.html>

### Consumer Expenditure Survey. U.S. Bureau of Labor Statistics.

<http://www.bls.gov/cex/home.htm>

Provides information and data on the buying habits of American consumers.

# MARKETING RESEARCH RESOURCES

## MKT425

- Current Population Survey (Census Bureau)** <http://www.bls.census.gov/cps/>  
**FedStats: the gateway to statistics ...** <http://www.fedstats.gov/>  
**Gender, 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-9.pdf>  
**Households and families, 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-8.pdf>  
**Housing and household economic statistics (US Census)** <http://www.census.gov/prod/www/abs/cons-hou.html> - house  
**Housing characteristics, 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-13.pdf>  
**Income and poverty (US Census)** <http://www.census.gov/prod/www/abs/popula.html> - income
- Kids Count Census Data Online** <http://www.aecf.org/kidscount/census/>  
Includes Profiles (regional profiles from the nation individual states, and congressional districts), Rankings, and Raw Data (permits downloading of delimited text files containing raw data for your use offline). Available data includes Income and poverty, parental employment, education, language, disability, neighborhood characteristics, age & sex, race, Hispanic origin status, and living arrangement.
- Kids Count Data Book Online** <http://www.aecf.org/kidscount/databook/>  
Kids Count is a national and state-by-state effort to track the status of children in the U.S. This site focuses on an interactive presentation of data from the annual Data Book.
- Occupational Employment Statistics (Bureau of Labor Statistics)** <http://www.bls.gov/oes/>  
**Overview of race and Hispanic origin, 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-1.pdf>  
**Population and household economic topics (US Census)** <http://www.census.gov/population/www/>  
**Population statistics (US Census)** <http://www.census.gov/prod/www/abs/popula.html>
- Right Start Online: The Right Start for America's Newborns** <http://www.aecf.org/kidscount/rightstart2003/>  
Updated data are available as profiles, line graphs, national maps, rankings, and raw data for the nation's 50 largest cities (plus 5 additional cities in which the Annie E. Casey Foundation has made a long-term investment) and the 50 states through 2000.
- The 65 years and over population: 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-10.pdf>  
**Social Statistics Briefing Room (The White House)** <http://www.whitehouse.gov/fsbr/ssbr.html>  
**State of the Cities Data Systems** <http://socds.huduser.org/>  
**Two or more races population, 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-6.pdf>

## GEOGRAPHIC & DEMOGRAPHIC MARKET SURVEYS FOR CONNECTICUT

### **Connecticut: 2000 summary population and housing characteristics**

REF HA281.5 2000

### **Connecticut Municipal Profiles**

REF Info. Desk HT123.5 C8C65

### **CT Towns/Cities: Information About Towns and Cities (Municipalities) in Connecticut**

<http://www.munic.state.ct.us/>

### **CT Department of Economic and Community Development (DECD): CT Market Data**

REF HF3161.C7 A32

Available on the web at the DECD home page <http://www.ct.gov/ecd/>  
by clicking on "Research Data" link, then click on "Market Data" link, to access full-text 2000 Connecticut Market Data.

### **CT Department of Economic and Community Development (DECD): CT Town Profiles**

REF HN79 .C8 C664

Available at the DECD home page <http://www.ct.gov/ecd/>  
by clicking on the "Research Data" link, then click on the "Connecticut Town Profiles" link.

# MARKETING RESEARCH RESOURCES

## MKT425

### CT Department of Economic and Community Development (DECD): CT Demographic Profiles

Available on the web at the DECD home page <http://www.ct.gov/ecd/>  
by clicking on "Research Data" link, then click on "Census 2000 Demographic Profiles"

### CT Department of Economic and Community Development (DECD): Other CT Research Data

Available on the web at the DECD home page <http://www.ct.gov/ecd/>  
by clicking on "Research Data" link, then click on: Connecticut Housing Data, Connecticut Population Data, Connecticut Employment Data, and Other Miscellaneous Data (exports, taxes, income, and defense).

## ADVERTISING: CONCEPTS & CAMPAIGNS – books

Advertising & the business of brands: an introduction to careers & concepts in advertising & marketing	HF5813.U6 A68 2000
Advertising campaign planning: developing an advertising-based marketing plan	HF5837 .A93 2000
Advertising campaign strategy: a guide to marketing communication plans	HF5837.A38 1996
Advertising today	Oversize HF5823.B439 2001
Advertising worldwide: concepts, theories, and practice of international, multinational, and global advertising	HF5823 .M48 1991
Brand failures: the truth about the 100 biggest branding mistakes of all time	HD69.B7 H345 2003
Brand new brand thinking brought to life by 11 experts who do	HF5823.B736 2002
Brand slam: the ultimate hit in the game of marketing	HF6161.B4 D448 2001
Branding in Asia: the creation, development, and management of Asian brands for the global market	HD69.B7 .T45 2001
Brands, consumers, symbols & research	HF5415.1 .L48 1999
Customer century: lessons from world class companies in integrated marketing and communications	HF5718 .G77 2000
11 steps to brand heaven: the ultimate guide to buying an advertising campaign	HF6178 .W453 1999
<b>Encyclopedia of major marketing campaigns</b>	<b>Ref.</b> HF5837.E53 2000
Global marketing and advertising	HF5415.127 .M66 1998
Great advertising campaigns: goals and accomplishments	HF5837 .I53 1993
Harvard business review on brand management	HD69.B7 H37 1999
How Asia advertises: the most successful campaigns in Asia-Pacific and the marketing strategies behind them	HF5813.A74 A39 2002
How to use advertising to build strong brands	HF6161.B4 H69 1999
Inside the minds: leading advertisers: industry leaders share their knowledge on the future of advertising, marketing and building successful brands	HF5823 .I575 2001
<b>Major marketing campaigns</b>	<b>Ref.</b> HF5837.M35 1998
Strategic advertising campaigns	HF5823 .S3636 1995
Twenty ads that shook the world	HF5811 .T9 2000x
Under the radar: talking to today's cynical consumer	HF5813.U6 B595 1998
Undressing the ad: reading culture in advertising	HF5821 .U53 1997
Where the suckers moon: the life and death of an advertising campaign	HF5813.U6 R57 1995
World's best online advertising campaigns	HF6146 .I58 P44 2000
30's: all-American ads	NC998.5.A1 A647 2003
40's: all-American ads	NC998.5.A1 A135 2001
50's: all-American ads	NC998.5.A1 A155 2001
70's: all-American ads	NC998.5.A1 A15 2004

# MARKETING RESEARCH RESOURCES

## MKT425

### CONSUMER BUYING HABITS AND ATTITUDES

All about women consumers, 2001	<u>REF</u> HF5415.3 .A45 2001
American incomes: demographics of who has money	<u>REF</u> HC110.I5 A447 1999
American men and women: demographics of the sexes	<u>REF</u> HC110.C6 A43 2000
Americans 55 & older: a changing market	<u>REF</u> HQ1064.U5 A66 2001
Baby boom: Americans aged 35 to 54	<u>REF</u> HN60.R868 2001
Best customers: demographics of consumer demand	<u>REF</u> HC79 .C6 R87 2001
Best of health: demographics of health care consumers	<u>REF</u> RA445 .W45 2000
Demographics of the U.S.: trends and projections	<u>REF</u> HB849.49 .R875 2000
Generation X: the young adult market	<u>REF</u> HC110.C6 M544 1999
Household Spending: who spends how much on what	<u>REF</u> HC110.C6 H68 2001
Lifestyle market analyst	<u>REF</u> HF5415.33 .U6 L54
Market share reporter	<u>REF</u> HF5410 .M35
Brands, consumers, symbols & research	HF5415.1 .L48 1999
Latinos, Inc.: the marketing and making of a people	HF5415.33.U6 D38 2001
Maturing marketplace: buying habits of baby boomers and their parents	HF5415.33.U6 2000

#### **American generations: who they are, how they live, what they think.**

REF HC110.C6M545 1998

Analysis of five American generations across demographic and lifestyle variables.

#### **Americans 55 & older: a changing market**

REF HQ1064.U5 A66 2001

Data on senior citizens extracted from the Consumer Expenditure Survey and reformatted in an easy to use format. Includes data on the spending patterns, income, demographics, and psychographics of senior citizens.

#### **American Incomes: demographics of who has money**

REF HC110.I5 A447 1999

Based on data collected by the Bureau of Labor Statistics' Current Population Surveys. Topics: household income, men's income, women's income, discretionary income, wealth, and poverty.

#### **The American Marketplace: demographics and spending patterns.**

REF HA214.A512 2001

This book uses mostly governmental sources, but manipulates the data further. Descriptive text is opposite each table. Contents: education, health, income, labor force, living arrangement, population, spending, and wealth. The most recent edition of this book is available through [Lexis-Nexis Academic Universe](#). Change the "Source" to the "Official Guide to the American Marketplace" (the old name for this book), and change the date to "Previous two years". Details on American demographic, lifestyle, and spending patterns.

#### **The Baby Boom: Americans Aged 35 to 54**

REF HN60.R868 2001

Data on baby boomers extracted from the Consumer Expenditure Survey. Most of the tables have explanatory text on the opposite page. Contents: attitudes and behavior, education, health, income, labor force, living arrangements, population, spending, and wealth.

#### **Best customers : demographics of consumer demand**

REF HC79.C6R87 1999

Based on data collected by the Bureau of Labor Statistics' Consumer Expenditure Survey. This book "reveals who the best and biggest customers are for hundreds of individual products and services", according to demographic characteristics of households.

# MARKETING RESEARCH RESOURCES

## MKT425

### **Generation X: the young adult market**

REF HC110.C6 M544 1999

Data on young adults extracted from the Consumer Expenditure Survey and reformatted to an easy to use format. Most of the tables have explanatory text on the opposite page. Contents: attitudes and behavior, education, health, income, labor force, living arrangements, population, spending, and wealth.

### **Official Guide to American Incomes**

REF HC110.I5 E97 1996

Guide to how much Americans have to spend. Includes a section on discretionary income.

### **U.S. Market Trends and Forecasts.**

REF HD30.27 .U77 2002

Provides overview and projections for nearly 400 markets using graphics.

### **Consumer Expenditure Survey. U.S. Bureau of Labor Statistics.**

<http://www.bls.gov/cex/home.htm>

Statistics (classified by income, race, age, region, etc.) covering family income and expenditures for food and other categories.

### **ConsumerWorld**

<http://www.consumerworld.org/>

A public service, non-commercial guide cataloging over 2000 consumer resources.

### **Nielsen/NetRatings**

<http://www.nielsen-netratings.com/>

Provides the industry's global standard for Internet and digital media measurement and analysis, offering technology-driven Internet information solutions for media, advertising, ecommerce and financial companies which enable customers to make informed decisions regarding their Internet strategies.

### **Statistical Resources on the Web**

<http://www.lib.umich.edu/govdocs/stats.html>

Compiled by the Documents Center at the University of Michigan. Includes links to datasets on: business & industry, cost of living, demographics, economics, housing, labor, and more.

### **Survey of Consumer Finances. Triennial**

<http://www.federalreserve.gov/pubs/oss/oss2/scfindex.html>

Triennial survey of the balance sheet, pension, income, and other demographic characteristics of U.S. families.

## **INTERNATIONAL CONSUMER RESOURCES**

### **Culturegrams: the Nations Around Us.**

REF GT150.D85 1999 vols.1-2

Source of information on country cultures. Provides for each country a brief description of attitudes, personal appearance, greetings, gestures, visiting customs, eating habits, and lifestyle (family, dating, marriage, diet, recreation, and holidays).

### **Euromonitor's World Consumer Income and Expenditure Patterns**

REF HB522.W67 1999

Split into: World consumer income and expenditure patterns. Europe; and World consumer income and expenditure patterns.

# MARKETING RESEARCH RESOURCES

## MKT425

### European Marketing Data and Statistics

REF HA1107.E87

Covers countries of Western and Eastern Europe. Data tables by country and industry. Current market data relevant to international marketing planning.

### International Marketing Data and Statistics.

REF HA42.I56

Data tables by country and industry. Current market data relevant to international market planning.

### STAT-USA.

<http://www.stat-usa.gov/>

Provides export/import statistics, market research reports, country data, and other market related information available through the Globus/National Trade Data Bank (NTDB) section.

## MARKET SHARE DATA

### Business Rankings Annual.

REF HG4050.B88 2002

Reports on published "top ten" ranking for a variety of business activity.

### Market Share Reporter.

REF HF5410.M35

An "annual compilation of market share reports from periodical literature" with over 2,000 entries arranged by SIC codes. Each entry includes the source of the data. The Reporter provides indexes by brand name, company, product/services, place names, and source. The numbers in the indexes refer to table numbers, not page numbers.

### World Market Share Reporter.

REF HF5410.W67 2001/02

Provides 1,600 entries covering 270 geographical locations from 1995 to 1999. Each entry includes the source of the data. Entries are listed in SIC order. Reports on global market share data on companies, products and services.

## PRODUCT AND INDUSTRY INFORMATION

### County Business Patterns. (U.S. Bureau of the Census)

REF HC107.C6 C85 1999

<http://www.census.gov/epcd/cbp/view/cbpview.html>

Provides economic data by industry. The series is useful for studying the economic activity of small areas, and analyzing economic changes over time. Businesses use the data for analyzing market potential, measuring the effectiveness of sales and advertising programs, setting sales quotas, and developing budgets.

### Encyclopedia of Emerging Industries.

REF HD2324 .E528 2000

### U.S. Industry & Trade Outlook. (U. S. Dept. of Commerce)

REF HC101.U543 2000

For many industries describes the current situation and prospects for the next five years.

### FedStats: The gateway to statistics from over 100 U.S. Federal agencies

<http://www.fedstats.gov/>

Provides links to federal statistics via Topic Links, MapStats, Statistics by geography from U.S. agencies, and statistical reference shelf. Also provides links to statistical agencies via Agencies listed alphabetically and agencies listed by subject.

# MARKETING RESEARCH RESOURCES

## MKT425

### MARKET RESEARCH REPORTS, STUDIES AND OTHER DATA SOURCES

#### **Business & Company Resources Center (iCONN).** On the web.

<http://www.library.southernct.edu/toedbs.html#B> Select Business & Company Resources Center.

The database includes products and brands, industry statistics, consumer marketing data, emerging technology reports, investment reports, as well as company profiles, industry ranking, stock prices, corporate chronologies and histories, industry newsletter news and analysis, Press releases, Global coverage, and more. Also provides access to: Investext (ASCII) reports, Comprehensive financial overviews, Company performance ratings, Current investment ratings, and Coverage of major business events and trends back to 1980

#### **Buying Power Series** (Selig Center for Economic Growth, University of Georgia)

<http://www.selig.uga.edu/forecast/GBEC/GBEC043Q.pdf>

Multicultural economy 2004 (America's minority buying power).

#### **CensusScope: Portal to Census2000 data**

<http://www.censusscope.org/>

Tool for investigating U.S. demographic trends, brought to you by the Social Science Data Analysis Network (SSDAN) at the University of Michigan.

#### **General Social Survey (National Opinion Research Center)**

<http://webapp.icpsr.umich.edu/GSS/>

#### **Health and Retirement Study (University of Michigan)**

<http://hrsonline.isr.umich.edu>

#### **International Businesses Resources on the WWW (globalEDGE)**

<http://globaledge.msu.edu/ibrd/ibrd.asp>

Business meta web site.

#### **Marketing Virtual Library**

<http://www.knowthis.com/>

Resource for market research, internet marketing, marketing plans, advertising and more.

#### **Metropolitan Racial and Ethnic Change Data** (Lewis Mumford Center for Comparative Urban and Regional Research, University at Albany)

<http://mumford1.dyndns.org/cen2000/data.html>

#### **Metropolitan Racial and Ethnic Change Reports** (Lewis Mumford Center for Comparative Urban and Regional Research, University at Albany)

<http://mumford1.dyndns.org/cen2000/report.html>

#### **STAT-USA.**

<http://www.stat-usa.gov/>

Some market research reports and other market related information available through the Globus/National Trade Data Bank (NTDB) section. The NTDB (National Trade Data Bank) provides access to Country Commercial Guides, Market Research reports, Best Market reports and other programs.

#### **State of the Nation's Cities** (Center for Urban Policy Research, Rutgers University)

<http://policy.rutgers.edu/cupr/sonc/sonc.htm>

#### **Web Marketing Information Center.**

<http://www.wilsonweb.com/webmarket/>

Links to thousands of on-line articles about effective Web marketing and to on-line resources for business.

# MARKETING RESEARCH RESOURCES

## MKT425

### World's Most Valuable Brands

<http://www.finfacts.com/brands2001.htm>

BusinessWeek has teamed up with Interbrand Corp, a pioneering brand consultancy in New York, to offer a ranking of 100 global brands by dollar value.

## BRANDS/PRODUCTS & ADVERTISING/MEDIA

### Encyclopedia of Consumer Brands

REF HF5415.3 E527

### Encyclopedia of Major Marketing Campaigns

REF HF5837 .E53 2000

### Marketing Encyclopedia: issues and trends shaping the future

REF HF5415 .M2982

### Advertising Age's Data Center

<http://www.adage.com/datacenter.cms>

Select link on the left "Data Center" and click on the "Marketers" for available data reports.

### Advertising World

<http://advertising.utexas.edu/world/index.asp>

"The Ultimate Marketing Communications Directory" from the Department of Advertising at UT Austin.

Supplies an extensive collection of advertising links on the web.

### KnowThis.com: Marketing Virtual Library

<http://www.knowthis.com/>

Knowledge source for market research, marketing plans, internet marketing, marketing careers and more.

### Thomas Register

<http://www.thomasregister.com/>

Comprehensive online source for finding companies and products manufactured in North America. Search by: Product or Service, Company Name, Brand Name, or "containing the words".

## SURVEYS & OPINION POLLS

### Public Opinion Surveys (Cornell)

<http://www.ciser.cornell.edu/info/polls.shtml>

Sites listed contain the complete text of opinion polls or surveys.

### Web Sources of Social Science, Poll and Survey Findings and Data

<http://www.imriresearch.com/>

Social science data including links to Roper and EUROPINION.

### LEXIS-NEXIS Academic Universe

<http://www.library.southernct.edu/toedbs.html#L>

Online database available on the web. Select Lexis-Nexis.

To access *Roper Public Opinion*: Click **Reference**, the **Polls & Surveys**

# MARKETING RESEARCH RESOURCES

## MKT425

### FULL-TEXT DATABASES

Unless otherwise indicated, business databases on the web are available by going to the Library's web page (<http://library.scsu.ctstateu.edu>), select "Online Databases", scroll down the page to select "Business and Law Databases", select the desired database, and click "Go".

#### **Business and Industry Database Resources:** (journal-based resources)

##### **ABI/Inform.** On the Web.

Extensive news and journal coverage of worldwide business, management, marketing, and company information. Full-text with images.

##### **Business and Company Resource Center (Iconn).**

Comprehensive company and industry information.

##### **Business and Management Practices(FS). 1995-.**

Focuses on the practical aspects and approaches of business management. Covers 300+ core management and trade publications.

##### **Business Source Premier (EbscoHOST).**

Indexes business journals, magazines, and newspapers in business and related areas. Many articles are full-text.

##### **EconLit. 1969-.**

A comprehensive index with selected abstracts of worldwide scholarship on economics from 500+ journals, books, collective volumes, and working papers including full-text book reviews.

##### **Emerald Suite.**

Full-text version of print periodicals from MCB University Press. Suites include Marketing, Human Resources, Quality Management, Information Management, Training & Education, General Management, Property, Operations, Production & Economics, Acquisitions & Launches.

##### **Expanded Academic ASAP (Iconn).**

Periodicals covering all academic concentrations.

##### **InfoTrac OneFile (Iconn).**

Includes 89 wire services, newspapers, business publications, refereed academic journals, and general interest

##### **JSTOR.**

Provides backfiles of journals in business, economics, finance, history, political science, population studies, and statistics.

##### **Lexis-Nexis Academic Universe.** Select "Business".

The Business section includes: Business News (business articles from newspapers, magazines, journals, wires & transcripts), Company Financial (detailed financial data about companies, Compare Companies (find companies based on a variety of criteria), SEC Filings & Reports (EDGAR filings, annual & quarterly reports & proxy statements), Industry & Market News from over 25 industries, Accounting (accounting journals & literature), and Directories (Commerce Business Daily, Official Guide to the American Marketplace, World Business Opportunities, International Trade Shows ). OR select "Reference" to gain access to Polls & Surveys (Roper Opinion Polls), Country Profiles, State Profiles, and World Almanac.

##### **Newstand (Iconn).**

Under "Databases", click on "Multiple Databases" and select "News – Proquest Newspapers" for full-text coverage of the Christian Science Monitor, Hartford Courant, Los Angeles Times, New York Times, Wall Street Journal and Washington Post.

##### **PAIS International. 1972-.**

Index to articles, books, conference proceedings, government documents, book chapters, and statistical directories about public affairs. Covers 2,100+ periodicals, some of which are business titles.

# MARKETING RESEARCH RESOURCES

## MKT425

### Non-Business Consumer/Marketing Related Database Resources

#### **Communication & Mass Media (Ebsco)**

Indexes/abstracts journal articles in the field of communication. Additional topics include: advertising, choice (psychology), customer services, consumer decision making, consumer loyalty, consumer satisfaction, consumers' preference, disappointment, marketing, regret, post-purchase dissonance, post-purchase dissatisfaction, social psychology, Some articles are available in full text.

#### **GenderWatch (ProQuest)**

GenderWatch is a full-text online database of book chapters and articles from newsletters, journals and other resources covering gender and women's issues.

#### **PsycARTICLES**

Provides full text articles on current issues in psychology from respected sources, spanning from 1987 to the present. PsycARTICLES includes more than 35,000 full-text articles from 49 journals published by American Psychological Association and allied organizations. All journals included in this database are indexed in PsycINFO.

#### **PsycINFO**

Index and abstracting for literature in psychology and related fields. American Psychological Association journals are indexed in PsycInfo, but full-text of those journals is provided by PsychARTICLES.

#### **Social Science Citation Index (Web of Science ISI)**

Searchable database of cited and citing articles in social science fields – no full text provided. To determine which databases contain the full text of located articles, please use the Journal Locator on the Buley Library homepage.

### Industry Information Database Resources:

#### **Business and Company Resource Center (Iconn).**

Comprehensive company and industry information.

#### **Business & Industry(FS). 1992-.**

Covers leading trend magazines, newsletters, and the general business press and international business dailies from different countries. Provides information about companies, industries and products worldwide.

#### **Lexis-Nexis Academic Universe.** Select "Business".

The Business section includes: [Business News](#) (business articles from newspapers, magazines, journals, wires & transcripts), [Company Financial](#) (detailed financial data about companies, [Compare Companies](#) (find companies based on a variety of criteria), [SEC Filings & Reports](#) (EDGAR filings, annual & quarterly reports & proxy statements), [Industry & Market News](#) from over 25 industries, [Accounting](#) (accounting journals & literature), and [Directories](#) (Commerce Business Daily, *Official Guide to the American Marketplace*, World Business Opportunities, International Trade Shows). OR select "Reference" to gain access to Polls & Surveys, Country Profiles, State Profiles, and World Almanac.

#### **STAT-USA.**

Delivers vital economic, business, and international trade information produced by the U.S. Government. Includes access the "Globus & NTDB" and "State of the Nation". Globus & NTDB provides access to current and historical trade-related releases, international market research, trade opportunities, and country analysis. **GLOBUS (Global Business Opportunities)** offers daily trade leads from the Trade Opportunities Program (TOPS), as well as the Department of Agriculture. Historical trade leads are available for up to three months. Historical TOPS leads are provided for up to two years. The **NTDB (National Trade Data Bank)** provides access to Country Commercial Guides, Market Research reports, Best Market reports and other programs. The International Trade Library is a comprehensive collection of over 40,000 documents related to international trade. All are full text searchable, as well as key word searchable by country or product. **State of the Nation (SOTN)** provides access to current and historical economic and financial releases and economic data including: General Economic Indicators (CPI, PPI, GDP, NIPA), Housing & Construction, Employment, Manufacturing & Industry, and Monetary Statistics.

# MARKETING RESEARCH RESOURCES

## MKT425

### Corporate Financial Information Database Resources:

#### **Business and Company Resource Center (Iconn).**

Comprehensive company and industry information.

#### **Lexis-Nexis Academic Universe.** Select "Business".

The Business section includes: Business News (business articles from newspapers, magazines, journals, wires & transcripts), Company Financial (detailed financial data about companies, Compare Companies (find companies based on a variety of criteria), SEC Filings & Reports (EDGAR filings, annual & quarterly reports & proxy statements), Industry & Market News from over 25 industries, Accounting (accounting journals & literature), and Directories (Commerce Business Daily, Official Guide to the American Marketplace, World Business Opportunities, International Trade Shows). OR select "Reference" to gain access to Polls & Surveys (Roper Opinion Polls), Country Profiles, State Profiles, and World Almanac.

#### **MergentOnline** (formerly FISOnline / Company Data Direct / Moody's).

Provides company histories, general information, annual reports, and financial reports on 10,000+ U.S. public companies, 11,000+ non-U.S. public companies, and 17,500+ municipal entities. Includes corporate & municipal bond, UIT, and dividend information. Searchable by name or SIC.

#### **Thomson Research.** (formerly Disclosure Global Access).

Contains information for 11,000+ public companies that are traded in the U.S. Provides company name, description of business, five-year summary (sales, net income, and earnings per share), two years of key financial ratios, corporate officers, subsidiaries, stock pricing and pricing graphs, annual reports, quarterly reports, recent SEC filings, and more.

#### **Value Line.** \*\*Requires Assistance from Librarian

To access Value Line on campus, go to the Library's web page (<http://library.scsu.ctstateu.edu>), select "Online Databases", select "Subject List", click on "Business & Law databases", select Value Line from list of databases. Select "Web Subscriber Services". You will be asked for a **usercode and a password**. Please ask the Reference Librarian for the **ValueLine Usercode and Password**. Provides information and advice on approximately 1,700 stocks, more than 90 industries, the stock market, and the economy. Contains: "Ratings and Reports" – one page reports containing financial and stock price forecasts for the coming 3 to 5 years, Timeliness, Safety, and Technical ranks; "Summary & Index" – index of all stock in the publication; "Selection and Opinion" – latest economic and stock market forecasts, model portfolios, and financial & stock market statistics.

#### **Worldscope.**

Provides financial reports on companies worldwide. Information is derived from corporate annual reports and SEC filings, disclosure statements, newspapers and wire services. Records include a business description, key ratios, financial information, and officers.

### Corporate Directory Information Database Resources:

#### **Business and Company Resource Center (Iconn).**

Comprehensive company and industry information.

#### **Business Organizations.**

Guide to 25,000+ new and established business organizations, agencies, and publications worldwide that promote, coordinate, represent, study, or serve business and industry.

#### **ReferenceUSA.**

Contains detailed information on more than 12 million U.S. businesses and 120 million U.S. households. Information is compiled from the following public sources: more than 5,600 Yellow Page and Business White Page telephone directories; annual reports, 10-Ks and other SEC information; federal, state, provincial and municipal government data; Chamber of Commerce information; leading business magazines, trade publications, newsletters, major newspapers, industry and specialty directories.

#### **Worldscope.**

Provides financial reports on companies worldwide. Information is derived from corporate annual reports and SEC filings, disclosure statements, newspapers and wire services. Records include a business description, key ratios, financial information, and officers.

# MARKETING RESEARCH RESOURCES

## MKT425

### STYLE GUIDES

#### APA Style Guides

**Publication Manual of the American Psychological Association**, 5<sup>th</sup> edition, 2001  
Ready Reference BF76.7 .P83 2001

APA Samples for a Bibliography (Ithaca College)  
<http://www.ithaca.edu/library/course/apa.html>

Assembling a List of Works Cited in Your Paper (Duke University)  
[http://www.lib.duke.edu/libguide/cite/works\\_cited.htm](http://www.lib.duke.edu/libguide/cite/works_cited.htm)

UConn Libraries APA Citations  
<http://www.lib.uconn.edu/using/finding/guides/APAcitat.pdf>

#### **RefWorks**

<http://www.refworks.com>

Choose User Login. Create your account (if using from off-campus, use group code RWSConnU). Visit tutorials at the top of the page after you log in or go to "Buley RefWorks Tutorial" <http://library.southernct.edu/refworkstut.htm>