

ADVERTISING INFORMATION RESOURCES

MKT331

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). CONSULS can also be searched by publisher number (ISBN and ISSN).

Appropriate subject headings for principles of advertising with regards to the advertising and marketing of brand name products include, but are not limited to: advertising, advertising brand name products, advertising campaigns, advertising – pictorial works, advertising layout, advertising media planning, advertising – United States, brand loyalty, brand name products, brand name products – advertising, brand name products – management, brand name products – marketing, brand name products – United States, business names, comparison advertising, communication in marketing, comparison advertising, competition, decision making, emotions, identity(psychology), international, communication in marketing, consumers, market segmentation, marketing, marketing – United States, marketing brand name products, product management, and target marketing.

Appropriate keywords for principles of advertising with regards to the advertising and marketing of brand name products include, but are not limited to the subject headings listed above plus: campaign strategy, marketing campaigns, marketing strategies, and strategic advertising.

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 |
| | |
| 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 interview research | HF61.H36 2002 |
| 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 |
| 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 Market Research: Principle and Practice | HF5415.2 Q355 2002 V.1-7 |
| Qualitative Research in Intelligence and Marketing: | HD38.7 .W35 2001 |
| Research in Consumer Behavior | HF5415.2 .R483 |
| Research in Marketing | HF5415.2 .R434 |
| Understanding and Designing Marketing Research | HF5415.1 .W39 2002 |
| Understanding the Consumer | HF5415.32 .S95 2003 |
| Using Market Knowledge | HF5415.2 .U85 2001 |

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.

Advertising: Concepts and 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 |
| Encyclopedia of major marketing campaigns | Ref. 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 |
| Major marketing campaigns | Ref. 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 |

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/prod/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.
- Products on Gender (Sex)** <http://www.census.gov/population/www/socdemo/women02.html>
Information on Census publications containing information on gender.
- 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, housing, education, and data sets.
- Black population in the United States, 2002** <http://www.census.gov/prod/2003pubs/p20-541.pdf>
- Census 2000** <http://www.census.gov/prod/cen2000/>
Census of population and housing – includes states, profiles, and documentation
- 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.
- 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
<http://www.census.gov/prod/2001pubs/c2kbr01-13.pdf>
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 (SOCDS)

<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.

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).

CONSUMER BUYING HABITS AND ATTITUDES

| | |
|--|--------------------------------|
| All about women consumers, 2001 | REF HF5415.3 .A45 2001 |
| American incomes: demographics of who has money | REF HC110.I5 A447 1999 |
| American men and women: demographics of the sexes | REF HC110.C6 A43 2000 |
| Americans 55 & older: a changing market | REF HQ1064.U5 A66 2001 |
| Baby boom: Americans aged 35 to 54 | REF HN60.R868 2001 |
| Best customers: demographics of consumer demand | REF HC79 .C6 R87 2001 |
| Best of health: demographics of health care consumers | REF RA445 .W45 2000 |
| Demographics of the U.S.: trends and projections | REF HB849.49 .R875 2000 |
| Generation X: the young adult market | REF HC110.C6 M544 1999 |
| Household Spending: who spends how much on what | REF HC110.C6 H68 2001 |
| Lifestyle market analyst | REF HF5415.33 .U6 L54 |
| Market share reporter | REF HF5410 .M35 |
| | |
| Branded: the buying and selling of teenagers | HD69.B7 Q37 2003 |
| Brands, consumers, symbols & research | HF5415.1 .L48 1999 |
| Consumer behavior: building marketing strategy | HF5415.33 .U6 H38 2001 |
| Consumer behavior: buying, having and being | HF5415.32 S6 2002 |
| Emotional decisions : tradeoff difficulty and coping in consumer choice | HF5415.32 L83 2001 |
| How Customers Think: essential insights into the mind of the market | HF5415.32 Z35 2003 |
| Keeping up with the Joneses : envy in American consumer society, 1890-1930 | Reserve Desk |
| 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 |
| Understanding consumer decision making | HF5415.32 .U53 2001 |
| Wise up to teens: insights into marketing and advertising to teenagers | HF5415.32 .Z65 1999 |

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.

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. Search by Products & Services, Industry Solutions, or Select Country.

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.

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 511 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.

MARKET RESEARCH REPORTS, STUDIES AND OTHER DATA SOURCES

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).

Business & Company Resources Center (iCONN). Connect from library "Online Databases" link.

The database includes products and brands, industry statistics, consumer marketing data, Datamonitor Industry Market Research Reports summary, 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

CensusScope: Portal to Census2000 data

<http://www.censuscope.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://www.icpsr.umich.edu/GSS/>

Global Brands Scorecard 2004

<http://www.finfofacts.com/brands.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.

International Businesses Resources on the WWW

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

Business meta web site – Country Insights, Global Resources, Market Potential Indicators.

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>

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.

BRANDS/PRODUCTS & ADVERTISING/MEDIA

Companies and their Brands
Encyclopedia of Consumer Brands
Encyclopedia of Major Marketing Campaigns
Marketing Encyclopedia: issues and trends shaping the future

REF T223.V4 A253 2003 v.1 & v.2
REF HF5415.3 E527
REF HF5837 .E53 2000
REF HF5415 .M2982

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

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

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.

Worldwide business and management information. Full-text with images.

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.

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 and newspapers. Many articles are full-text.

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 magazines.

JSTOR.

Provides backfiles of journals in economics, finance, history, political science, population studies, and statistics. The economics backfiles cover 1891-1996, and finance backfiles cover 1922-1997.

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, Industry & Market News from over 25 industries, Accounting, 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.

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.

ScienceDirect.

Abstracts and selected full text articles in scientific, technical and medical fields. Over 1800 journals from Elsevier with over four million articles and over 59 million abstracts. Topics include accounting, business, decision science, econometrics, economics, finance, management, psychology, social science, and more.

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, Industry & Market News from over 25 industries, Accounting, 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.

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.

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.*

Non-Business Consumer 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.

STYLE GUIDES

APA Style Guides

Publication Manual of the American Psychological Association, 5th 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

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>