**Guide to Marketing Resources**  
NOTE: Examples searches are in **Bold Italics**
See also [http://wp.cune.edu/libraryresearchhelp/business-resources/](http://wp.cune.edu/libraryresearchhelp/business-resources/)

**Recommended tutorials and study aids**
- CUNE research toolkit [http://wp.cune.edu/libraryresearchhelp/toolkit/](http://wp.cune.edu/libraryresearchhelp/toolkit/)
- Boolean searching [http://www.internettutorials.net/boolean.asp](http://www.internettutorials.net/boolean.asp)
- Primer on databases and catalogs [http://www.usg.edu/galileo/skills/unit04/index.phtml](http://www.usg.edu/galileo/skills/unit04/index.phtml)

**Subject guides or bibliographic essays**
- Advertising & marketing resources [http://brass.libguides.com/AdMarketingResources](http://brass.libguides.com/AdMarketingResources)
- Marketing strategies research guide [http://www.library.hbs.edu/guides/marketingstrategies.html](http://www.library.hbs.edu/guides/marketingstrategies.html)
- Ross, Celia “Online resources for business research” *Choice* Apr2007 Vol. 44 Issue 8 p1271-1285

**Library of Congress subject headings**

**Periodical titles and reference books (click on examples in **Bold Italics**)**
- CUNE electronic reference books at [http://www.cune.edu/librarydatabases](http://www.cune.edu/librarydatabases) > Credo Reference > Topic pages > marketing ; Britannica Online (see next bullet point); Oxford Reference Online; eBooks from EBSCOhost > search: su marketing = over 350 results ; > search: [topic] and (bibliography or encyclopedia or handbook or guide or dictionary or directory)
- Marketing research [http://knowledge.wharton.upenn.edu/category.cf?cid=4](http://knowledge.wharton.upenn.edu/category.cf?cid=4)

**Other books**
- *Basic business library* (4e c2002) CUNE REF 016.65 B292 2002; also available at eBooks from EBSCOhost
- *Business research methods* (10e c2008) CUNE REF 658.0072 C784 2008
- *Directory of business information resources* (15e c2009) CUNE REF 016.33 D628 2009
- *Making sense of business reference: A guide for librarians and research professionals* (c2013) CUNE REF 025.527665 R733
- *Marketing in the 21st century* (c2007 4 vols.) CUNE REF 658.8 K265 v.1-4
- Plunkett’s industry almanacs: 20 titles available at eBooks from EBSCOhost
- *Strauss’s handbook of business information* (3e c2012) CUNE REF 016.33 M855 2012
- *Research on Main Street: Using the Web to find local business and market information* (c2011) CUNE REF 025.063386 P514
• CUNE library catalog search:  http://www.cune.edu/library > http://cune.worldcat.org/advancedsearch/ > [search by subject]  
su:marketing = over 34,000 results > [limit by format and refine search results using the left margin]
• eBooks from EBSCOhost:  http://www.cune.edu/librarydatabases > eBooks from EBSCOhost > search:  su marketing = over 350 results

  • Skeptical business searcher (c2004)  CUNE GEN 025.06338 B455
  • Handbook of marketing (c2003)  CUNE GEN 658.8 W439 2003
  • The market research toolbox (2e c2006)  CUNE GEN 658.83 M242 2006
  • Essentials of marketing research (3e c2007)  CUNE GEN 381 Z64 2007

Recommended databases (click on examples in Bold Italics)
NOTE:  The 4 steps of online database searching are (1) identify the main concepts in your research question, (2) list synonyms for the main concepts, (3) create a preliminary search, and (4) interact with search results to refine.  See Academic Search Premier  
scholarly article search (Smin screencast  click for transcript ).  For more tutorials about research, see the CUNE Research Toolkit .

• Accessing Library Resources BUSINESS :
  Academic Search Premier, Communication & Mass Media
  Complete, & OmniFile > search:  su marketing = over 176,000 results or ... > search:  su marketing and case study = about 2,200 results
  or ... > search:  su (marketing or business or industry or advertising or public relations or customer or business ethics) and case study = over 15,900 results
  eBook Collection > search:  su marketing = over 350 results or ... > search:  su marketing and su (case study) = 25 results or ... > search:  su (marketing or business or industry or advertising or public relations or customer or business ethics) and su (case study) = 178 results
  WorldCat

• CUNE library catalog search:  http://www.cune.edu/library > http://cune.worldcat.org/advancedsearch/ > [search by subject]  
su:marketing = over 22,000 results
• Journal Finder list of electronically accessible periodicals by discipline:  http://www.cune.edu/librarydatabases > Journal Finder 
  > advanced search > business administration = over 1800 results

Recommended Web sites including statistical sources
• Advertising age data center  http://adage.com/datacenter/
• American customer satisfaction index  http://www.theacsi.org/
• Business resources  http://wp.cune.edu/libraryresearchhelp/business-resources/
• County business and demographics  http://www.census.gov/cbdmap/
• eMarketer.com (some free information)  http://www.emarketer.com/
• EuroDocs European country primary documents  http://eudocs.lib.byu.edu/index.php/Main_Page > [country]
• Everything international  http://faculty.philau.edu/russowl/russow.html
• globalEDGE  http://globalEDGE.msu.edu/ > reference desk > global resource directory OR > global insights > by country
• OFFSTATS  http://www.offstats.auckland.ac.nz/
• The scout archives  https://scout.wisc.edu/Archives/index.php > [topic]
• Trendwatching.com  http://www.trendwatching.com/trends/
• Useful reference sites from UT at Austin  http://www.lib.utexas.edu/refsites/
• WolframAlpha  [country]  http://www.wolframalpha.com/ > [enter country name]
Industry information

“...Keep in mind that for some of the more obscure or emerging industries, trade journal searches and cobbling together information from multiple sources will be required...When beginning industry research, try to identify relevant industry associations by doing a quick Google search (e.g., widgets association).”... (Ross 2007, “Online resources for business research”) ...“Piecing together information from article searches in trade magazines or local papers as well as information gleaned from government agencies that might regulate the industry will be important.”... (Guide to industry research at http://www.loc.gov/rr/business/BERA/issue9/strategies.html)

- Baker library industry guides http://www.library.hbs.edu/guides/#industry
- Economic census http://www.census.gov/econ/census/index.html
- Industry research http://libguides.rutgers.edu/industries
- James J. Hill reference library guide to researching an industry http://www.jjhill.org/research_online/publications_and_research_guides.cfm > Hill guide to researching an industry
- MarketResearch.com http://www.marketresearch.com/
- Industry research basics http://www.library.ohiou.edu/subjects/businessblog/industry-research-basics/
- Vault industries http://www.vault.com/wps/portal/usa/industries

Small business research

“...Business research is more an exercise in flexibility, creativity, and tenacity than a science....it is helpful to break the question down and identify its core components....most people looking for business information need one or more of the following: Company information (executive names, company history, stock or financial performance, etc.); Industry information (competitors, market size, market share, rankings, etc.); International data (foreign companies, international trade, etc.); Marketing or consumer demographic information (employment rates, who buys what, target markets, etc.); Statistical data (economic indicators, establishment counts, etc.)”.... (Ross 2007, “Online resources for business research”) ...
• Entrepreneurship  http://www.hbs.edu/entrepreneurship/resources/
• Entrepreneurship Corner  http://ecorner.stanford.edu/index.html
• Inc.  http://www.inc.com/
• Kresge Business Administration Library  http://www.bus.umich.edu/kresgelibrary/
• Lippincott Library @ Wharton  http://www.library.upenn.edu/lippincott/
• Market Strategies International  http://www.marketstrategies.com/
• Prendismo  http://www.prendismo.com/
• QuickMBA SWOT Analysis  http://www.quickmba.com/strategy/swot/
• Reference for Business  http://www.referenceforbusiness.com/index.html
• SecondaryData.com  http://www.secondarydata.com/
• Web Marketing Today  http://webmarketingtoday.com/

Suggestions or questions – contact: Reference and Instruction Librarian  tom.krenzke@cune.edu  800.535.5494 ext7256  L-111