



Research Resources for Marketing Information

Industry & Competitive Analysis

Encyclopedias

<u>Encyclopedia of American Industries</u>	Ref HC 102 .E53 2001
<u>Encyclopedia of Emerging Industries</u>	Ref HD 2324 .E528 2001
<u>Encyclopedia of Global Industries</u>	Ref HD 2324 .E53 1999
<u>Encyclopedia of Major Marketing Campaigns</u>	Ref HF 5837 .E53 2000

Almanacs

<u>Plunketts airline, hotel & travel industry almanac</u>	Ref HE 9803 .A2 P58x 2002
<u>Plunketts automobile industry almanac</u>	Ref HD 9710 .U6 P58x 2003
<u>Plunketts biotech & genetics industry almanac</u>	E-book Link
<u>Plunketts e-commerce & internet business almanac</u> ***Also available online	Ref HF 5548.325 .U6 P58x
<u>Plunketts energy industry almanac</u>	Ref HD 9502 .U52 P62 2002-03
<u>Plunketts engineering and research industry</u>	Ref T 12 .P58x 2000
<u>Plunketts entertainment & media industry almanac</u>	Ref P 88.8 .P57 2000-01
<u>Plunketts food industry almanac</u>	Ref HD 9003 .P58
<u>Plunketts health care industry almanac</u> ***Also available online	Ref RA 410.53 .P56 2001-02
<u>Plunketts infotech industry almanac</u>	E-book Link
<u>Plunketts on-line trading, finance and investment web site almanac</u>	E-book Link
<u>Plunketts retail industry almanac</u>	E-book Link
<u>Plunketts telecommunications industry almanac</u>	Ref HE 7621 .P58 2000
<u>Business and Company Resource Center</u> Contains full-text investment analysis reports and market research reports	Online Database

Additional Industry Analysis Resources

<u>Industry Surveys</u> Available through Standard & Poor's Net Advantage database	Ref Desk HC 106.6 .S74
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Manufacturing & Distribution USA
Industry Analysis, Statistics, and Leading Companies

Ref [HD 9721 .M364 2003 3 vol.](#)

U. S. Industry & Trade Outlook "01"

Ref Desk [HC 101 .U54](#)

U.S. Market Trends and Forecasts

Ref [HF 5415.1 .U82x](#)

ValueLine

Ref Desk [HG 4501 .V26x](#)

Provides investment analysis reports for publically traded companies and short industry analysis/overview reports. Also available [online](#).

Industry Analysis Electronic Resources

[Business and Company Resource Center](#)

Contains company information, full-text investment analysis reports and market research reports.

[Hoovers Online](#)

Delivers information about company, industry, and market intelligence that drives business growth. The database of 12 million companies, with in-depth coverage of 40,000 of the world's top business enterprises.

[Lexis-Nexis Academic](#)

The business component of Lexis-Nexis Academic UNIVerse includes company, country, financial, demographic, market research and industry reports.

[Mergent Online](#)

Provides information on over 10,000 U.S. public companies, 11,000+ non-U.S. public companies, and 17,610 municipal entities, as well as extensive corporate and municipal bond, UIT, and dividend information.

[S&P Net Advantage](#)

This database is the online version of S&P Industry Survey. Provides complete information on industry sectors, company stock reports, mutual funds and more.

[WorldScope](#)

Provides access to in-depth financial information for public companies worldwide found in annual reports, disclosure statements, newspapers, and wire services. It offers a full-text option for full documentation.

[Economic Census - Industry Series](#)

[Bureau of Labor Statistics](#)

Environmental Analysis

Periodical Indexes

Periodical and newspaper articles are good sources for information on PRODUCT ANALYSIS and MARKET TRENDS.

[Business Periodicals Index](#)

Ref [Z 7164 .C81 B983](#)

Indexes articles in over 350 business journals in such fields as accounting, public relations, management, advertising, industry, etc. The index is arranged alphabetically by subject with each entry providing complete bibliographic citation information. Companies are listed by name.

F & S Index (Predicasts). 1982-2004 Ref [Z 7165 .U5 F23](#)
Each volume contains industry information (colored pages) and company information (white pages) gleaned from business and industry periodicals. Other topics covered are corporate acquisitions and mergers, new products, technological innovations, marketing ventures, and social and political factors affecting corporations and industries.

F & S International (Predicasts). 1988-present Ref [HD 2328 .P74x](#)
Covers Canada, Latin America, Africa, Middle East, Japan Other Asia, Oceania. Same type information as *F & S Index* above, except arranged according to country.

Newspaper Indexes

Houston Chronicle Index 1995 to present

Ref [AI 21 .H67 H68](#)

Houston Post Index. 1986-1995

Ref [AI 21 .H68 H682x](#)

New York Times Index. 1851-present

Ref [AI 21 .N44](#)

The Wall Street Journal Index 1990 - present

Ref [HG 1 .W26](#)

Wall Street Journal

[Online at HSB website](#)

Wall Street journal (Online)

Full text access to the Wall Street Journal from 1986 - date. It also includes indexing to articles from 1889 to 1986 (Deep Back File), but the full text of most of those articles will not be available.

Government Information

American Statistics Index - ASI
(Government publication abstracts)

Ref [Z 7554 .U5 A46 v.1 & v.2](#)

Census of Manufactures
(uses information from Census form)

Ref [C 3.24/12:MC 92-S-3](#)

Code of Federal Regulations: CFR

Ref [AE 2.106/3:50/P](#)

County Business Patterns: Texas
(uses information from IRS form)

Ref [C 3.204/3-45:996](#)

Economic Report of the President

Ref [PR 42.9:999](#)

Contains historic tables and articles by economist on direction of the economy.

Places, Towns and Townships

Ref [HT 123 .P552x](#)

Statistical Abstract of the United States
*** Also in SSH Ref at the reference desk

Ref [C 3.134:998](#)

Statistical Reference Index: SRI

Ref [Z 7554 .U5 S79](#)

(U.S. private organizations and state government agencies publications and articles).

Electronic Resources

[ABI/Inform \(Proquest\)](#)

Baylor Affiliation Required

"Search 1000 premier worldwide business periodicals for information on advertising, marketing, economics, human resources, finance, taxation, computers, and more. Also, information on 60,000+ companies"

Business Source Complete

Provides full text for nearly 1,370 scholarly business journals covering management, economics, finance, accounting, international business and much more. Resources also include Industry Profiles, Product Reviews, Company profiles and SWOT Analyses. Some Full Text available.

Regional Business News

This database incorporates 75 business journals, newspapers and newswires covering all metropolitan and rural areas within the United States. Included in this database are Arizona Business, Business North Carolina, Crain's New York Business (and other Crain Communications editions), Des Moines Business Record, Enterprise Salt Lake City, Fort Worth Business Press, Orange County Business Journal, Westchester County Business Journal, etc.

Target Market

American Marketplace: Demographics and Spending Patterns
Available online through Lexis Nexis Academic

Ref [HA 203 .A635](#)

Best Customers: Demographics of Consumer Demand

Ref [HC 79 .C6 R87](#)

Consumer USA 2002

Ref [HC 101 .C744](#)

Household Spending: Who Spends How Much on What

Ref [HC 110 .C6 O34](#)

Lifestyle Market Analyst

Ref [HF 5415.33 .U6 L54](#)

Who's Buying Entertainment

Ref [GV 53 .W56x](#)

Who's Buying Groceries

Ref [HD 9321.4 .W46x](#)

Who's Buying Health Care

Ref [RA 410.53 .W46x](#)

Who's Buying Household Furnishings, Services and Supplies

Ref [HD 9773 .A1 W46x](#)

Who's Buying at Restaurants and Carry-Outs

Ref [TX 945 .W445x](#)

**** See Who's Buying series in BearCat

Electronic Resources

U.S. Census Bureau

New publications site

***Access to recent Census Bureau publications

Mintel Reports - Consumer and market research reports

Product

Brandnames: Who Owns What

Ref [T 12 .F72 1986](#)

<u>Brands and Their Companies</u>	Ref T 223 .V4 A25
<u>Companies and Their Brands</u>	Ref T 223 .V4 A253
<u>Thomas Register of American Manufacturers</u>	Jones OVZ T 12 .T6 1997
<u>Encyclopedia of Consumer Brands</u>	Ref HF 5415.3 .E527

Electronic Resources

[Thomas Register](#)

[Thomas Register European Manufacturers](#)

*both of the Thomas Registers require registration which is free. A password and member ID are needed to access the database.

Distribution

<u>American Wholesalers and Distributors Directory</u>	Ref HF 5421 .A615
<u>Directory of International Direct and E-Marketing: A country by country sourcebook of providers</u>	Ref HF 5415.126 .H36

Electronic Resources

[Kompass](#)

This database contains close to 1.6 million US and international companies. It is aimed at professional buyers who deal directly with manufacturers, agents or distributors under standard business to business conditions. The information is presented in comprehensive company profiles which include contact details, product and service information, names of executives, etc.

<u>Direct Marketing Market Place 2000</u>	Ref HF 5415.1 .D57
<u>U.S. Sourcebook of Advertisers: Publicly Owned Corporations That Advertise</u>	Ref HF 5805 .U8x
<u>Standard Directory of Advertisers</u>	Ref HF 5805 .S7
<u>Standard Directory of Advertising Agencies</u>	Ref HF 5805 .S72
<u>Standard Rate & Data Service. (SRDS) Available online through the Library homepage</u>	Ref HF 5905 .S725
<u>Television & Cable Factbook</u>	Ref TK 6540 .T453
<u>A Guide to Web Marketing: Successful Promotion on the net</u>	E-book Link

Regional Resources

<u>American Salaries and Wages Survey</u>	Ref HD 4973 .A67
<u>City Profiles USA</u>	Ref E 158 .C58x

<u>Community Sourcebook of County Demographics</u>	Ref HA 203 .S65
<u>Complete Economic and Demographic Data Sources (CEDDS)</u>	Ref HC 106 .C6344x
<u>Geographic Reference Report (U.S. and Canada)</u>	Ref HD 6983 .G38
<u>Market Guide</u>	Ref HF 5905 .E38
<u>Commercial Atlas and Marketing Guide</u> (Atlas Stand, 1st floor Jones Library)	Ref G 1101 .G6R3
<u>Profiles of America</u>	Ref HT 123 .P7624
<u>Sourcebook of Zip Code Demographics</u>	Ref HA 203 .S66
<u>Survey of Buying Power</u> Extra August issue of the journal <i>Sales and Marketing Management</i>	Moody Periodicals
<u>Work and Family in America</u>	Ref HD 4904.25 .S84
<u>Working Americans</u>	Ref HD 8066 .D47
International Business Resources	
<u>Americas Market and MediaFact</u>	Ref HC 94 .A1 A47x
<u>Asia Pacific Market and MediaFact</u>	Ref HC 411 .A7365X
<u>Central and Eastern European Market and MediaFact</u>	Ref HC 240 .A1 C39x
<u>Western European Market and MediaFact</u>	Ref HC 240 .A1 W48x
Electronic Resources	
NationMaster.com	
Local Resources	
<u>CPA, community profile analysis. Consumer and business demographic reports. McLennan County, TX</u>	Ref HC 107 .T42 M333x
<u>Market survey of the McLennan County area</u>	Ref HD 8066 .D47
Job/Career Information	
<u>Cost of Living Index</u>	Ref HD 6983 .A65x
<u>America's Top-Rated Cities</u>	Ref HA 214 .A43X
<u>City Profiles USA</u> A traveler's guide to major U.S. and Canadian cities.	Ref E 158 .C58x
<u>Places Rated Almanac</u>	Ref HN 60 .S284

Electronic Resources

The following sites provide comparisons of cities in multiple categories:
[Best Places to Live](#)

[BestPlaces.net](#)

General Marketing Resources

Dictionaries

[Dictionary of Marketing Terms](#)

Ref [HF 5415 .D4874](#)

[The Marketing Glossary: Key Terms, Concepts, and Applications in Marketing Management](#)

Ref [HF 5415 .C5414](#)

[Collins Dictionary of Marketing](#)

Ref [HF 5412 .D69x](#)

[Dictionary of Marketing Communications](#)

Ref [HF 5412 .G68](#)

[Marketing: The Encyclopedic Dictionary](#)

Ref [HF 5412 .M47](#)

[The International Dictionary of Marketing](#)

Ref [HF 5415 .Y23](#)

Handbooks

[Marketing Plans: How to Prepare Them, How to Use Them](#)

Ref [HF 5415.13 .M37x](#)

Includes chapters on the marketing planning process, carrying out the marketing audit, setting marketing objectives and strategies, scheduling and costing out that which has to be done to achieve objectives, designing and implementing a simple marketing planning system and other practical steps necessary for developing a marketing plan.

[Business Plans Handbook](#)

Ref [HD 62.7 .B865](#)

[The e-marketing handbook](#)

Ref [HF 5415.1265 .H342x](#)

[The PDMA Handbook of New Product Development](#)

Ref [HF 5415.153 .P35](#)

[Real Business Plans & Marketing Tools](#)

Ref [HD 30.28 .M3847](#)