



Marketing & Advertising Research

Dictionaries

The Marketing Glossary: Key Terms, Concepts, and Applications in Marketing Management

Ref [HF 5415 .C5414 1992](#)

Dictionary of Marketing Communications

Ref [HF 5412 .G68 2004](#)

Dictionary of Marketing Research

Ref [HF 5415.2 .M47x 1987](#)

The international dictionary of marketing: over 2,000 professional terms & techniques

Ref [HF 5415 .Y23 2002](#)

Marketing: The Encyclopedic Dictionary

Ref [HF 5412 .M47 1999](#)

Directories

American Wholesalers and Distributors Directory

Ref [HF 5421 .A615 2001](#)

Bradford's Directory of Marketing Research Agencies and Management Consultants in the United States and the World

Ref [HF 5415 .A2 B7](#)

The emphasis is definitely on U.S. agencies. Having only 23 pages of international firms, the rest of the 246 pages listing U.S. firms, this guide lists addresses, phone numbers, and top officers of market research firms. An index at the back classifies the agencies according to the types of services offered.

Directory of international direct and e-marketing: a country-by-country sourcebook of providers, legislation and data

Ref [HF 5415.126 .H36 2003](#)

Green Book: Worldwide Directory of Marketing Research Companies and Services

Ref [HF 5415.2 .G69](#)

International directory of marketing research firms arranged alphabetically by company name. For each firm, gives address, top officers, and services offered. Includes indexes of services, market/industry specialties, computer programs, and geographical indexes.

Findex: The Directory of Market Research Reports, Studies, and Surveys

Ref [HF 5415.2 .F55 2002](#)

Findex is a reference guide to commercially published U.S. and non-U.S. market research reports, studies and surveys. The directory includes industry reports, company reports, report titles by publisher, a publishers and distributors directory, a subject index, a geographic index and a company index. Along with the title for each report, study or survey listed, *Findex* provides an abstract, report number, publisher, publication date, number of pages, and price.

Encyclopedias

Encyclopedia of American Industries

Ref [HC 102 .E53 2001 2 vols.](#)

Encyclopedia of Emerging Industries

Ref [HD 2324 .E528 2001](#)

Encyclopedia of Global Industries

Ref [HD 2324 .E53 1999](#)

Handbooks & Manuals

Do-It-Yourself Marketing Research

[HF 5415.2 .B67 1982](#)

Intended for the business person in a small or medium-sized firm, this layperson's guide does not assume extensive knowledge of statistics or computer software packages. Begins with a simple explanation of the definition of marketing research, how to evaluate a problem and plan a study. Various types of methods for collecting market information are described. Finally, the writing of the market research report is covered. Contains many illustrations, forms, and diagrams.

Handbook of Marketing Research

[HF 5415.2 .F419](#)

A concentrated one-volume reference work on marketing research methods and applications, this work contains over 80 chapters. Thirty-eight chapters cover specific statistical/mathematical techniques and 25 chapters cover major areas of application such as new product development, sales analysis, advertising research, and retail research to name only a few. References to other works are listed at the end of each chapter.

Marketing Plans: How to Prepare Them, How to Use Them

Ref [HF 5415.13 .M37x 1990](#)

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](#)

Practical Marketing Research

[HF 5415.2 .P63 1993](#)

Real Business Plans & Marketing Tools

Ref [HD 30.28 .M3847 2003](#)

Demographics: City Profiles and Target Groups

America's Top-Rated Cities

Ref [HA 214 .A43X 2000 v. 1-4](#)

Cost of Living Index

Ref [HD 6983 .A65x](#)

American incomes : demographics of who has money

[HC 110 .I5 R87 2005](#)

American Marketplace: Demographics and Spending Patterns

Ref [HA 203 .A635 1999](#)

***Also available through Lexis Nexis Academic

American Salaries and Wages Survey

Ref [HD 4973 .A67 2003](#)

Americans and their homes : demographics of homeownership

Ref [HD 7287.82 .U6 R87 2005](#)

Americas Market and MediaFact

Ref [HC 94 .A1 A47x 2004](#)

Asia Pacific Market and MediaFact

Ref [HC 411 .A7365X 2004](#)

Best Customers: Demographics of Consumer Demand

Ref [HC 79 .C6 R87 2001](#)

City Profiles USA

Ref [E 158 .C58x 2003](#)

A traveler's guide to major U.S. and Canadian cities.

<u>Complete Economic and Demographic Data Sources (CEDDS)</u>	Ref HC 106 .C6344x
This 3-volume set contains 111 statistical tables that rank states, MSA/PMSA, and counties in terms of population, employment and income growth historically and includes forecasts. Issued annually.	
<u>Direct Marketing Market Place 2000</u>	Ref HF 5415.1 .D57 2000
<u>Geographic Reference Report (U.S. and Canada</u>	Ref HD 6983 .G38
<u>CPA, community profile analysis</u>	Ref HC 107 .T42 M333x 2004
<u>Consumer and business demographic reports.</u>	
Market survey of the McLennan County area.	
<u>Market Guide</u>	Ref HF 5905 .E38
Market data for over 1600 U.S. and Canadian newspaper cities covering facts and figures about location, transportation, population, households, banks, automobiles, climate, income per capita, total retail sales, total retail sales estimates for various store groups, etc. Leading counties and cities are listed at the front of the vol.	
<u>Lifestyle Market Analyst</u>	Ref HF 5415.33 .U6 L54 2005
<u>Profiles of America</u>	Ref HT 123 .P7624
Facts, Figures and Statistics for every populated place in the United States	
<u>Commercial Atlas and Marketing Guide</u>	Ref G 1101 .G6R3 2005
Atlas Stand, 1st floor Jones Library	
Provides statistical indicators of market potential for U.S. cities, counties and regions. It contains a map of each state and is an excellent source for demographic data. Useful for regional marketing studies.	
<u>Places Rated Almanac</u>	Ref HN 60 .S284 2000
<u>Sourcebook of County Demographics</u>	Ref HA 203 .S65 2000
<u>Sourcebook of Zip Code Demographics</u>	Ref HA 203 .S66 2002
<u>Survey of Buying Power</u>	Moody Periodicals
(Extra August issue of the journal <i>Sales and Marketing Management</i>)	
Gives current estimates of regional variations in population, income, retail sales, and buying power. It is in three sections, the most useful of which is section C which gives the following current statistics for each MSA, county and many cities: population, population by age groups, number of households, retail sales for 6 store groups, and effective buying income by % of households.	
<u>The Value of a Dollar</u>	Ref HB 235.U6 V35 2004
<u>Western European Market and MediaFact</u>	Ref HC 240 .A1 W48x 2004
<u>Who's Buying Entertainment</u>	Ref GV 53 .W56x
<u>Who's Buying Groceries</u>	Ref HD 9321.4 .W46x
<u>Who's Buying Health Care</u>	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

Working Americans Ref [HD 8066 .D47](#)

Industry Analysis

[Business and Company Resource Center](#)

Contains full-text investment analysis reports.

Industry Surveys. 3 vols.

Ref [HC 106.6](#)

Issued quarterly, this publication contains the *Basic Analysis* and *Current Analysis* for each of over 80 industries surveyed. The *Basic Analysis* is an annual overview of the industry and the *Current Analysis*, which is issued quarterly, provides a brief outlook for the industry. Back issues since 1978 are shelved in the reference stacks on the first floor of Jones Library, call number Ref HC 106.6 S74. Also available as part of S&P NetAdvantage

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

Provides investment analysis reports for publically traded companies and short industry analysis/overview reports. Also available online.

Product Names

Brandnames: Who Owns What

Ref [T 12 .F72 1986](#)

Companies and Their Brands

Ref [T 223 .V4 A25](#)

Thomas Register of American Manufacturers

Jones OVZ [T 12 .T6 1997](#)

Encyclopedia of Consumer Brands

Ref [HF 5415.3 .E527 1994](#)

Advertising Resources

Dictionaries

Dictionary of Advertising

Ref [HF 5803 .J4x 1990](#)

NTC's Dictionary of Advertising

Ref [HF 5803 .W54 1993](#)

Encyclopedias

The Advertising Age Encyclopedia of Advertising

Ref [HF 5803 .A38x 2003](#)

Directories

U.S. Sourcebook of Advertisers:

Ref [HF 5805 .U8x](#)

Publicly Owned Corporations That Advertise

Annual publication listing corporate names, addresses, phone numbers, names and titles of top three senior executives, annual advertising growth rate, projected sales for the calendar year, projected advertising budget for the calendar year, sales growth rate, advertising to sales ratio, fiscal year closing,

stock exchange ticker symbol, and U.S. Department of Commerce SIC code. The directory is arranged by state and by zip code within state.

Standard Directory of Advertisers

Ref [HF 5805 .S7](#)

Known in the industry as *The Advertiser Red Book*, these annual volumes feature data on over 25,000 companies that spend a minimum of \$200,000 on national and regional advertising. Data may be accessed by business categories or by geographic location. The Business Classifications volume (v.1) sorts companies into one of 54 general areas (appliances, government & state agencies, lighting, sporting goods, etc.) according to their primary product or service. In the Geographic volume (v.2), companies are listed by state and city in the U.S. and by province and city in Canada.

Each entry includes such general items as company name, address and telecommunication data, S.I.C. codes, business description, statistics, and personnel. Listings also include such advertising data as the approximate advertising expenditures, media used, and the advertising agency or agencies employed by the firm. In many cases, the agency data also includes a breakdown of the products or brands handled by the agency and the account executive responsible for that company's account.

Standard Directory of Advertising Agencies

Ref [HF 5805 .S72](#)

Known in the industry as *The Agency Red Book*, this semiannual publication lists advertising agencies and their branches around the world. Two supplements are also issued each year to keep the user up-to-date on the constantly changing world of advertising. To qualify for a listing in the work, an agency must meet at least one of the following criteria:

- * It must be the agency of record for at least one national or multi-state account that spends \$200,000 or more on media per year
- * It must be the agency of record for at least one of the companies featured in the *Standard Directory of Advertisers*.
- * It must be a recognized foreign advertising agency that has one or more U.S. accounts.
- * It must be a member of one of the professional associations listed in the Index of Associations.

The directory contains sections for five different types of agencies:

- *Full-Service Agencies
- *House Agencies (proprietary agencies that companies use exclusively to handle their advertising).
- *Media Buying Services (companies that offer services for planning, buying, placing advertiser's media needs).
- *Sales Promotion Agencies (those that design, develop and implement a wide variety of promotional activities).
- *Public Relations Firms

Standard Rate & Data Service (SRDS)

Ref [HF 5905 .S725](#)

This service offers separate directories giving advertising rates, specifications, and circulation for publications, broadcast stations, and other advertising forums, in the following media:

- *Business Publication Advertising Source(monthly in three parts)
- *Community Publication Advertising Source (semiannual profile of weekly newspaper and shopping guides)
- *Consumer Magazine Advertising Source (monthly)
- *Direct Marketing List Source (bimonthly)
- *Newspaper Advertising Source (monthly)
- *Radio Advertising Source (monthly)
- *TV and Cable Source (quarterly)

The services for newspapers, radio, and TV and cable include marketing statistics for states, counties, cities and metropolitan areas.

*** The SRDS is now available online from the University Libraries Homepage under "Electronic

Resources***

Television & Cable Factbook

Ref [TK 6540 .T453](#)

One of the three volumes covers "TV Stations," a directory of U.S. television stations, arranged geographically and including for each, a map, a few technical facts, personnel, TV households for the area served. Separate lists cover such special topics as public/educational TV stations, and lesser information is given for TV stations in Canada and other foreign countries. It also contains lists of supplementary organizations and services, some of which also appear in the "Services" volume. The "Cable" volume contains a descriptive directory of cable systems arranged by state/city. The "Services" volume contains many useful descriptive lists of related service organizations both for TV and cable, such as consultants, attorneys, publications, market and audience research organizations, associations, labor unions, brokerage and financing firms, public relations and promotion, TV set makers, manufacturers and suppliers of equipment, a buyers guide, FCC department, cable penetration (state by state), ranked list of largest U.S. cable systems.

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)

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.

Electronic Resources

ABI/Inform (Proquest)

Indexes 1000 worldwide business periodicals -- many full text -- covering topics such as advertising, marketing, economics, human resources, finance, taxation, computers, etc. Also provides information on 60,000+ companies.

Business and Company Resource Center

Contains company information, articles and investment reports. (Replaces General Business Files). Some **Full Text** available.

Business Source Complete

Indexes scholarly business journals covering management, economics, finance, accounting, international business, and much more. Some full text available.

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.

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.

Mintel Reports

Provides consumer and market research reports.

Lexis-Nexis Academic Universe

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

Regional Business News

Updated daily, Regional Business News provides comprehensive full text for 35 international newswires and 52+ regional business publications and abstracts and indexing for 15 additional regional business publications.

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.

Internet Resources

The following sites provide comparisons of cities in multiple categories:

Advertising Age

Best Places to Live

BestPlaces.net

The following sites provide census information:

U.S. Census Bureau

New publications site - access to recent Census Bureau publications

Economic Census - Industry Series

NationMaster.com

Bureau of Labor Statistics

Manufacturers:

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.

Newspapers 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](#)

A subject index to the newspaper available on microfilm, each entry begins with a brief abstract of the article followed by section number, date of publication, page, and column.

The Wall Street Journal Index .1958 - current

Ref [HG 1 .W26](#)

Government Information

American Statistics Index - ASI

(Government publication abstracts)

Ref [Z 7554 .U5 A46](#)

Census of Manufactures

(uses information from Census form)

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

Census of Population

General Population Characteristics

Ref [C 3.223/6:990 CP-1-35](#)

Social & Economic Characteristics

***Also available as CD-ROM database - please see Gov Docs librarian

Ref [C 3.223/7:990 CP-2-45](#)

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

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

Ref [PR 42.9:999](#)

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

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

Ref [Z 7554 .U5 S79](#)

Government Periodicals

Economic Indicators

Survey of Current Business

Ref [C 59.11:](#)