



International Marketing

Company Information

<u>America's Corporate Families and International Affiliates</u>	Ref HG 4057 .A146 v. 3
<u>Directory of American Firms Operating in Foreign Countries</u>	Ref HG 4538 .A1 D5
<u>Directory of Foreign Firms Operating in the United States</u>	Ref HG 4057 .A155
<u>Directory of Foreign Manufacturers in the United States</u>	Ref HD 9723 .A76
<u>D&B Europa</u>	Ref HG 4132 .Z5 D86x
<u>Hoover's Handbook of World Business</u>	Ref HG 4009 .H66 2006
<u>Major Companies of Central & Eastern Europe and the Commonwealth of Independent States</u>	Ref HF 5154.7 .A3 M35
<u>Major Companies of Latin America and the Caribbean</u>	Ref HG 4091.5 .Z65 M34
<u>Major Companies of the Arab World</u>	Ref HF 3866 .M3
<u>Major Companies of the Far East and Australasia</u>	Ref HG 4244.6 .M35
<u>Who Owns Whom:</u>	
<u>North & South America</u>	Ref HG 4009 .W464
<u>UK & Ireland</u>	Ref HG 4135.5 .W48

Dictionaries and Encyclopedias

<u>Bradford's Directory of Marketing Research Agencies and Management Consultants in the United States and the World</u>	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 in market research firms. An index at the back classifies the agencies according to the types of service offered.	
<u>Dictionary of Business and Economics</u>	Ref HB 61 .A53
<u>Directory of International Direct and E-marketing:</u> <u>a country-by-country sourcebook of providers, legislation and data</u>	Ref HF 5415.126 .H36 2003
<u>Encyclopedia of Global Industries</u>	Ref HD 2324 .E53 1999
<u>Green Book: International Directory of Marketing Research Companies and Services</u>	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.	
<u>International Dictionary of Finance</u>	HG 151 .B274 2003b

The New Palgrave Dictionary of Economics and the Law

K 487 .E3 N48x 1998

Routledge Dictionary of Economics

Ref HB 61 .R92 2002

Periodicals and Periodical Indexes

The following is a list of selected periodicals, including those that deal almost exclusively with international business subjects. Many other journals often include articles that are international in scope. Use of the indexes listed in the section "Indexes and Abstracts" will enable you to locate such articles.

IMF Survey 1972 -

Moody Library, 2nd Floor

International Business Review 1995 -

Moody Library, 2nd Floor

***Also available online

International Economic Review 1960 -

Moody Library, 2nd Floor

***Also available online

International Financial Statistics 1961 -

Moody Library, 2nd Floor

***Also available online

International Journal of Business and Economics 2002 -

Moody Library, 2nd Floor

IMF Staff Papers 1999 -

Online

Journal of International Business Studies 1970 -

Moody Library, 2nd Floor

***Also available online

Journal of World Business: JWB 1997 - 2004

Moody Library, 2nd Floor

***Also available online. Previously Columbia Journal of World Business 1966 - 1996

Review of World Economics 2003 -

Moody Library, 2nd Floor

***Also available online

F & S International (Predicasts) 1988 -

Ref HD 2328 .P74x

Covering Canada, Latin America, Africa, Middle East, Japan, Other Asia, 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.

Statistics and Guides to Statistics

Balance of Payments Statistics Yearbook

Ref HG 3882 .B34

CRB Commodity Year Book

Ref HF 1041 .C56

Encyclopedia of the Third World

Ref HC 59.7 .K87

Index to International Statistics (IIS) 1980 -

Ref Z 7552 .I53

International Financial Statistics 1961 -

Moody Library, 2nd Floor

***Also available online

<u>International Financial Statistics Yearbook 1979 -</u>	Ref HG 61 .I57
<u>International Trade Statistics Yearbook 1990 - 2001</u>	Ref HF 91 .U473
<u>Statistical Abstract of Latin America 1955 -</u>	Ref HA 935 .S8
<u>Statistical Reference Index (SRI) 1980 -</u>	Ref Z 7554 .U5 S79
<u>Statistical Yearbook. Annuaire Statistique 1948 -</u>	Ref HA 12.5 .U63
<u>Statistics Sources</u> ***Latest at Jones Reference Desk	Ref HA 36 .S84x
<u>Survey of Current Business 1921 -</u> ***Also available online	Gov Docs C 59.11:
<u>World Tables</u>	Ref HC 59 .W669
Other Materials	
<u>America's Market & Mediafact</u>	Ref HC 94 .A1 A47x
<u>Asia Pacific Market & Mediafact</u>	Ref HC 411 .A7365x
<u>Central & Eastern Europe Market & Mediafact</u>	Ref HC 240 .A1 C42x
<u>Consumer Asia</u>	Ref HC 411 .C59x
<u>Consumer Eastern Europe</u>	Ref HC 244 .Z9 C6138
<u>Consumer Latin America</u>	Ref HC 130 .C6 C66x
<u>Consumer Middle East</u>	Ref HC 415.15 .Z9 C68x
<u>Encyclopedia of Business Information Sources</u>	Ref HF 5353 .E9
<u>European Marketing Data and Statistics</u>	Ref HA 1107 .E87
<u>The Future Demographic: Global Population Trends and Forecasts to 2010 and Beyond</u>	Ref HA 155 .F88x
<u>Global Market Share Planner</u>	Ref HD 2757.15 .G56x
<u>International Government Information and Country Information</u>	Ref ZA 5050 .M67
<u>International Marketing Data and Statistics</u>	Ref HA 42 .I56
<u>Middle East and Central Asia Databook</u>	Ref HA 4556 .M533
<u>Western European Market & Mediafact</u>	Ref HC 240 .A1 W48x
<u>World Consumer & Expenditure Patterns. International</u>	Ref HC 79 .I5 W677x

Databases

[ABI/Inform global](#)

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. Some full text available.

[Business Source Complete](#)

Indexes scholarly business journals covering management, economics, finance, accounting, international business, and much more. About 80% of the journals are available with full text.

[Encyclopedia Britannica World Data Analyst](#)

Database lets users analyze countries and regions at a glance. It offers statistical comparisons of countries around the world, using both the most recent statistics and historical figures. Users can create tables, charts, and export the information to a spreadsheet.

[Europa World Plus](#)

Europa World is the online version of the Europa World Year Book and Europa Publications' nine-volume Regional Surveys of the World series, which are indispensable sources of information on world-wide affairs.

[IMF International Financial Statistics](#)

A standard source of international statistics on all aspects of international and domestic finance. It reports, for most countries of the world, current data needed in the analysis of problems of international payments and of inflation and deflation, i.e., data on exchange rates, international liquidity, international banking, money and banking, interest rates, prices, production, international transactions, government accounts, and national accounts. Information is presented in country tables and in tables of area and world aggregates.

[Lexis/Nexis Academic](#)

The business component of Lexis-Nexis Academic UNiVerse includes company, country, financial, demographic, market research and industry reports. Approximately 120,000 new articles are added each day from worldwide newspapers, magazines, news wires and trade journals. Many of the resources found in Lexis/Nexis UNiVerse are available in full text.

[Lexis/Nexis Statistical](#)

This resource provides access to some of the best statistical publications from private and state government sources since 1980 (from Statistical Reference Index) and approximately 2000 titles from about 100 international intergovernmental organizations, published annually since 1983 (from Index to International Statistics)

[Mergent Online](#)

This online version of Moody's Manuals includes 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](#)

Offers research reports covering European, UK-specific and US consumer markets. The reports analyse market drivers, sizes and trends, market segmentation, along with consumer attitudes and purchasing habits. The reports are supplemented by brief digests of relevant recent events, UK and US demographic and economic statistics and useful lists. Coverage is 2001 to date.

[SourceOECD](#)

SourceOECD is the publications portal of the Organisation for Economic Co-operation and Development (OECD) and consists of three sections that include Books and Reports by Theme, Periodicals, and Statistics. OECD, based in Paris, is a forum permitting governments of industrialized democracies to study and formulate policies in all economic and social spheres.

[Wall Street Journal](#)

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.

[World Development Indicators \(WDI\) Online](#)

Provides direct access to more than 550 development indicators, with time series for 207 countries and 18 country groups from 1960 to current years, where data are available.

[World News Connection](#)

A successor to the Daily reports from the Foreign Broadcasting Information Service and the JPRS reports from the Joint Publications Research Service provided through the National Technical Information Service. The material is obtained from non-U.S. open-source political speeches, television programs, radio broadcasts, newspaper articles, periodicals, and books. The content focuses primarily on military, political, environmental, scientific, technical, and socioeconomic issues and events.

[WorldScope](#)

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.

Culture

[The Australian People: An Encyclopedia of the Nation,
its People and Their Origins](#)

Ref [DU 120 .A718](#)

[China Today: An Encyclopedia of Life in the People's Republic](#)

Ref [DS 777.6 .C49](#)

[Countries and Their Cultures](#)

Ref [GN 307 .C68](#)

[Craighead's International Business, Travel, and Relocation
Guide to 81 Countries](#)

Ref [HF 5549.5 .E45 D56](#)

[Encyclopedia of Contemporary British Culture](#)

Ref [DA 589.4 .E53](#)

[Encyclopedia of Contemporary French Culture](#)

Ref [DC 33.7 .E53](#)

[Encyclopedia of Contemporary German Culture](#)

Ref [DD 290.26 .E53](#)

[Encyclopedia of Contemporary Japanese Culture](#)

Ref [DS 822.5 .E516](#)

[Encyclopedia of Contemporary Latin American and Caribbean Cultures](#)

Ref [F 1406 .E515](#)

<u>Encyclopedia of Contemporary Spanish Culture</u>	Ref DP 233.5 .E63
<u>Encyclopedia of Irish History and Culture</u>	Ref DA 912 .E53
<u>Encyclopedia of Latin American History and Culture</u>	Ref F 1406 .E53
<u>Encyclopedia of Modern Asia</u>	Ref DS 4 .L48
<u>Encyclopedia of the Modern Middle East & North Africa</u>	Ref DS 43 .E53
<u>Encyclopedia of the World's Minorities</u>	Ref GN 495.4 .E63
<u>Encyclopedia of World Cultures</u>	Ref GN 307 .E53
<u>Europa World Year Book</u> ***See also CIA World Fact Book	Ref JN 1 .E85
<u>Mexico: An Encyclopedia of Contemporary Culture and History</u>	Ref F 1234 .C67 2004
<u>Mind Your Manners: Managing Business Cultures in the New Global Europe</u>	Ref HD 70 .E8 M653
<u>World Book Encyclopedia of People and Places</u>	Ref AE 5 .W563
<u>Worldmark Encyclopedia of Cultures and Daily Life</u>	Ref GN 333 .W67
Economics	
<u>Sources of European Economic and Business Information</u>	Ref HC 240 .S87x
<u>World Economic Prospects: A Planner's Guide to International Market Conditions</u>	Ref HB 3730 .W654x
<u>World Economic Outlook: A Survey by the Staff of the IMF</u> ***Also available online	Ref HC 10 .W7979 2003
<u>The World Economic Factbook</u>	Ref HC 59.15 .W657x
Websites	
NationMaster.com	
Countries of the World	
CIA World Factbook	
International Business Etiquette and Manners	
Understanding Eastern & Western Culture and Business Practices	