



Marketing Research

DICTIONARIES

- Clemente, Mark N. (Ref HF 5415 .C5414 1992)
The Marketing Glossary: Key Terms, Concepts, and Applications in Marketing Management.
- Govoni, Norman A.P. (Ref HF 5412 .G68 2004)
Dictionary of Marketing Communications.
- van Minden, Jack J.R. (Ref HF 5415.2 M47x 1987)
Dictionary of Marketing Research.
- Yadin, Daniel L. (Ref HF 5415 .Y23 2002)
The international dictionary of marketing: over 2,000 professional terms & techniques.
- 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)
- Directory of international direct and e-marketing: a country-by-country sourcebook of providers, legislation and data. (Ref HF 5415.126 .H36)
- Green Book: Worldwide Directory of Marketing Research Companies and Services. (Ref HF 5415.2 G69)
- Findex: The Directory of Market Research Reports, Studies, and Surveys. (Ref HF 5415.2 F55 2002)
- 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. 3 vols.

(Ref TK 6540 .T453)

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)

Encyclopedia of Major Marketing Campaigns

(Ref HF 5837 .E53 2000)

HANDBOOKS AND MANUALS

Breen, George E.

(HF 5415.2 B67)

Do-It-Yourself Marketing Research.

Ferber, Robert.

(HF 5415.2 F419)

Handbook of Marketing Research.

McDonald, Malcolm H.B.

(Ref HF 5415.13 M37x 1990)

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

Business Plans Handbook

(Ref HD 62.7 .B865)

Pope, Jeffrey.

(HF 5415.2 P63 1993)

Practical Marketing Research.

Real Business Plans & Marketing Tools

(Ref HD 30.28 .M 3847 2003)

DEMOGRAPHICS: CITY PROFILES AND TARGET GROUPS

<u>America's Top-Rated Cities</u>	(Ref HA 214 .A43X) v. 1-4
American Chamber of Commerce Researchers Association. <u>Cost of Living Index.</u>	(Ref HD 6983 A65x)
<u>American incomes : demographics of who has money</u>	(Ref HC110.I5 R87 2005)
<u>American Marketplace: Demographics and Spending Patterns</u> Also available through Lexis Nexis Academic	(Ref HA 203 .A635)
<u>American Salaries and Wages Survey</u>	(Ref HD 4973 .A67)
<u>Americans and their homes : demographics of homeownership</u>	(Ref HD7287.82.U6 R87 2005)
<u>Americas Market and MediaFact</u>	(Ref HC 94 .A1 A47x)
<u>Asia Pacific Market and MediaFact</u>	(Ref HC 411.A7365X)
<u>Best Customers: Demographics of Consumer Demand</u>	(Ref HC 79 .C6 R87)
<u>Cities Ranked and Rated</u>	(Ref HN 60 .C58)
<u>City Profiles USA</u> A traveler's guide to major U.S. and Canadian cities.	(Ref E 158 .C58x)
<u>Complete Economic and Demographic Data Sources (CEDDS).</u>	(Ref HC 106 C6344x)
<u>Demographics USA – county edition</u>	(Ref HF 5415.1 .D46)
<u>Direct Marketing Market Place 2000</u>	(Ref HF 5415.1 .D57)
<u>Geographic Reference Report (U.S. and Canada.</u>	(Ref HD 6983 G38)
<u>CPA, community profile analysis. Consumer and business demographic reports.</u> McLennan County, TX.. Market survey of the McLennan County area.	(Ref HC 107 T42 M333x)
Editor and Publisher. <u>Market Guide.</u>	(Ref HF 5905 E38).
<u>Lifestyle Market Analyst</u>	(Ref HF5415.33.U6 L54)
<u>Moving & Relocation Directory</u>	(Ref HT 334 .U5 M5)
<u>Profiles of America:</u>	(Ref HT 123 .P7624)
<u>Profiles of Texas</u>	(Ref HT 123.5 .T4 P76)
<u>Commercial Atlas and Marketing Guide.</u>	(Atlas Stand, 1st floor Jones Library) (Ref G 1101 .G6R3)

<u>Places Rated Almanac.</u>	(Ref HN 60 S284).
<u>Sourcebook of County Demographics.</u>	(Ref HA203 .S65)
<u>Sourcebook of Zip Code Demographics.</u>	(Ref HA203 .S66)
<u>State Profiles: The Population and Economy of Each U.S. State</u>	(Ref HA 203 .S74x)
<u>Survey of Buying Power.</u> (Extra August issue of the journal <i>Sales and Marketing Management</i>) (Moody Library, Periodicals, Second floor)	
<u>The Value of a Dollar</u>	(Ref HB235.U6 V35 2004)
<u>Western European Market and MediaFact</u>	(Ref HC 240 .A1 W48x)
<u>Who's Buying Entertainment</u>	(Ref GV53 .W56x)
<u>Who's Buying Groceries</u>	(Ref HD9321.4 .W46x)
<u>Who's Buying Health Care</u>	(Ref RA 410.53 .W46x)
<u>Who's Buying Household Furnishings, Services and Supplies</u>	(Ref HD 9773 .A1 W46x)
<u>Who's Buying at Restaurants and Carry-Outs</u>	(Ref TX 945 .W445x)
**** See <u>Who's Buying</u> series in BearCat	
<u>Working American</u>	(Ref HD8066 .D47)

INDUSTRY ANALYSIS

<u>Business and Company Resource Center</u>	(available via BearCat menu)
Standard and Poor. <u>Industry Surveys.</u> 3 vols.	(Reference Desk, 1st floor Jones Library)
<u>U. S. Industry & Trade Outlook "01".</u>	(Ref Desk HC 101 U54).
<u>U.S. Market Trends and Forecasts</u>	(Ref HF5415.1 .U82x)
<u>ValueLine</u>	(Jones Reference Desk and Online - Library Homepage)

PRODUCT NAMES

<u>Brandnames: Who Owns What.</u>	(Ref T 12 F72)
<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)

PERIODICAL INDEXES

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

<u><i>Business Periodicals Index.</i></u>	(Ref Z7164 .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.	

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.

Business and Company Resource Center

Contains company information, articles and investment reports. (Replaces General Business Files).

Business Source Complete

Indexes scholarly business journals covering management, economics, finance, accounting, international business, and much more.

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.

IBISWorld

Business reports in five categories: industry market research, industry risk ratings, company research, global industry research, and business environment.

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.

S&P NetAdvantage

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: <http://www.adage.com/>

Best Places to Live: <http://www.pathfinder.com/money/bestplaces/>

BestPlaces.net: <http://www.bestplaces.net/>

The following sites provide census information:

U.S. Census Bureau: <http://www.census.gov>

Provides access to the Economic Census, Statistical Abstract of the United States and Community Profile Survey

NationMaster.com: <http://www.nationmaster.com/>

Bureau of Labor Statistics: <http://www.bls.gov>

MarketingTerms.com: <http://www.marketingterms.com>

Fedstats.gov: <http://www.fedstats.gov>

Manufacturers:

Thomas Register: <http://www.thomasnet.com/index.html>

Thomas Register European Manufacturers: <http://www.tremnet.com/>

*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. AI21 .H62 H68).
- Houston Post Index, 1986-1995. (Ref AI 21 H68x)
- 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 (Ref. Z 7554.U5 A46 v.1 &v.2)
(Government publication abstracts)
- Census of Manufactures (Ref. C 3.24/12:MC 92-S-3)
(uses information from Census form)
- Code of Federal Regulations: CFR (Ref AE 2.106/3:50/P)
- County Business Patterns: Texas (Ref C 3.204/3-45:996)
(uses information from IRS form)
- 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 (Ref C 3.134:998)
*** Also in SSH Ref at the reference desk
- Statistical Reference Index: SRI (Ref Z 7554 .U5 S79)
(U.S. private organizations and state government agencies publications and articles).
- Government Periodicals:
Economic Indicators (Ref Y 4.EC 7: EC 7/999-9)
- Survey of Current Business (Ref C59.11:79/9)