

Marketing & Advertising



University of New Mexico

Parish Memorial Library

Marketing publications are in the *HF 5410-5417.5* call number area. Advertising is *HF 5801-6182*. Purchasing is at *HD 39.5 & HF 5437*. Works emphasizing **psychological or sociological** aspects will often be in Zimmerman or Centennial libraries. For foreign, see **International Marketing & Management** guide. Call numbers are for Parish Library unless otherwise noted.

1. **ONLINE DATABASES:** [Access through Parish or University Libraries homepage]

For research articles on Marketing & Advertising:

EbscoHost databases: **Business Source Premier; PsycINFO; Regional Business News**

Gale Group databases: **Business and Company Resource Center**

Wall Street Journal

Sports Business Research (SBRnet)

Market Research Database: *Mintel Market Research Reports* provides over 600 U.S., UK, and European reports with market sizes, trends, drivers, and forecasts included.

SBRnet: Combines market research from the largest single research supplier to the industry, the National Sporting Goods Association and full-text articles from 14 magazines and newsletters published by Miller Freeman.

2. **HANDBOOKS, GUIDES, & DICTIONARIES**

Advertising Age Encyclopedia of Advertising Ref *HF5803*

Handbook of Marketing Scales Ref *HF5415.3 B323 2005*

How to Market a Product for Under \$500 Ref *HF5415.122 D63 2001*

Marketing Plans; How to Prepare Them, How to Use Them Ref *HF5415.13 M369183 2002*

3. **STATISTICS**

Statistical Abstract of the United States Ref Desk *HA 202 A38 Annual*.

Online at: <http://www.census.gov/compendia/statab/>

A. **General – Check Parish Library Demographics table.**

Almanac of Consumer Markets Ref *HA 214 A46* Biennial.

Conference Board. Consumer Confidence Survey Ref *HC 110 C6 C58* Monthly .

Encyclopedia of Business Information Sources Ref Desk *HF 5353 E52*

Market Share Reporter *Industry Index Table: Ref HF 1040.9 M37* Annual.

North American industry classification system, United States.

Ref Desk *HF1041U613 1997*. New system to replace SIC.

Standard Industrial Classification Manual Ref Desk *HF 1041 U613 1987*

Numerical system used widely by industry & government.

Statistics Sources Ref Desk *Z 7551 S84* A to Z by countries and USA by subjects. Special entries for SMSAs and "State Data."

C. State & Local

A list of books and journals with state, county and city statistics is in the back of the Statistical Abstract of the United States *Ref Desk HA 202 A38* (annual).

County and City Extra *Ref Index HA 203 C68 2002* Annual.

Editor and Publisher Market Guide *Ref HF 5905 E38* Annual.

Population, households, transportation, banks, retailing, etc.

SRDS Lifestyle Market Analyst *Ref Index HF 5415.3 L54* Demographics.

New Mexico Business: Current Economic Report *NM Ref HF 3161 N6 N65* Monthly.

Places, Towns, and Townships *Ref Index HT123 P552 3rd 2003*

Rand McNally Commercial Atlas and Marketing Guide *Atlas Case* Annual

Source Book of Zip Code Demographics *Ref HA 203 S66 1998*

Statistical Abstract and Business Incentives (NM) *Ref Index HC107.n6 S72 2002*

"Survey of Buying Power and Media Markets." *Ref Index HF 5438 A34* Annual

Special issue of Sales & Marketing Management.

U.S. Hispanic Market *Ref HC 110 C6 U544 2002*

4. DIRECTORIES

Advertising Red Books *Ref HF5805 S72* Annual.

"Directory of Marketing Information Companies" *HB 3505 A66*

Supplement to American Demographics Annual.

Green Book: Worldwide Directory of Marketing Research Houses and Services

Ref HF 5415.2 I55x Annual. Mostly USA firms.

Internet Resources and Services for International Marketing and Advertising *Ref HF 1416 C69 2002*

O'Dwyer's Directory of Public Relations Firms *Ref HM 263 O37* Annual.

Site Selection and Economic Development *Per Disp HD 58 S155*

Bimonthly magazine with large directory section.

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