

International Marketing & Management



University of New Mexico

Parish Memorial Library

Works on International Business are in the HD 62.4, HD 2755.5, HD 2930.7, HF 6-2701, HG 4090-4280.7, HG 4538, HG 5151-5992.7, and K 840-4603 call number areas. At Zimmerman Library the U.S. International Trade Administration publications are in the **Government Information Dept.** [#C 61 area], as well as the publications of the International Trade Commission [# ITC 1.10/2]. **Also see the Industry Information guide in Parish Library.**

- *Unless otherwise noted, all material is in Parish Memorial Library (PML).*

LIBROS On-Line Catalog: for locating books, government publications and periodicals. Periodicals and newspapers may be found by selecting **T** for the **title of the periodical:**

ex: Harvard Business Review

ex: Journal of World Business

Library of Congress Subject Headings: Select **S** for precise subject searching:

business enterprises, foreign

foreign licensing agreements

corporation, foreign

international business enterprises

export marketing

international trade (see related subjects)

export marketing- management

offshore assembly industry [maquiladoras]

ELECTRONIC RESOURCES

Parish Electronic Media Area

- indicates importance

Global Access includes:

Compact Disclosure

SEC filings for U.S. public companies

Worldscope Disclosure

Annual reports for international companies

- **EIU ViewsWire** Economist Intelligence Unit. Global marketing, business intelligence & economic/political developments in over 195 major and emerging markets. **Media 5 only**

FirstSearch: 60+databases. International marketing and management material is in:

Business & Industry (60% full-text)

P.A.I.S. International

Business & Management Practice

Wilson Business Abstracts

Econ Lit

Wilson Select (full-text)

HELECON International (CD-ROM): Helsinki University. International management, economics and business administration citations. Includes the International Labour Organization database.

- **NTDB Online** (National Trade Data Bank). U.S. Dept. Commerce. Extensive data on international trade, exporting and economics. Includes the International Trade Commission's ***International Business Practices, Commercial Guides*** and the International Trade Administration's ***Market Research Reports***, by country and product.

ProQuest: ABI/INFORM now available on ProQuest (60%+full-text) Business/management

PERIODICAL INDEXES: Paper

Accounting & Tax Index *Index HF563 A252* International in scope.
Business Periodicals Index *Index HF 1 B85*
The Wall Street Journal Index; Barron's Index *Index HG 1 W26* Organized
into two sections: Corporate and General (with geographical breakdown).

PERIODICALS:

General:

Business Travel News *G 149 B8* Biweekly tabloid.
Economist *HG 11 E2 [Microfilm]* Weekly.
Financial Times Newspaper Area [3 months only] Daily. European strength.
International Journal of Technology Management *T 1 I59* Quarterly.
International Trade Forum *HF 1420 I55* Quarterly
Journal of International Financial Management & Accounting *HG4027.5 J67*
Journal of World Business *HF5001 C64* Quarterly
New York Times Newspaper Area [one week in Parish] *ZIM Microfilm AI 21 N4*
Wall Street Journal Newspaper Area [one month] *Microfilm HG 1 W25*

Scholarly Quarterlies:

Annals of Tourism Research *G 155 A1 A58*
International Tax Journal *HJ 2240 I68*
Journal of Global Marketing *HF 1009.5 J68*
Journal of International Business Studies *HF 5001 J68*
Journal of Travel Research *G 155 A1 T6576*
Management International Review *HD 28 M36*
Northwestern Journal of International Law & Business Law Library
Upper Floor *K 14 O76 3/yr.*

Country & Region:

Business Mexico *HC 131 B9*
Comercio Exterior *HF 3236 B339* Mexican foreign trade.
Courier *HC 59.7 C664* The EC and African/Caribbean/Pacific countries.
Director *HC 251 D5* British.
EC. Europe *HD 9525 A2 E52*
Euromoney *HG 3881 E665.*
Far Eastern Economic Review *HC 411 F18*
Finance & Development *HG 3881 F85* IMF & World Bank.
Journal of Asian Business *HF3790.8 A3*
Latin American Newsletters:
Latin American Economy & Business *pcirc HC121 L279*
Mexico and Nafta Report *pcirc HC131 L37*
Latin Finance *pcirc HG185 L3L36*
Latin Trade *HF3230.5 A35*
Mercado *HC171 M47* Foreign trade of Argentina/Latin America.
Twin Plant News *HD 9734.M43 M498* U.S.- Mexico border trade.

ANNUAL REVIEWS:

International organizations publish important annual reports and monthly bulletins. These are mostly text, often with statistics. See guide: **International Organizations**.

HANDBOOKS, GUIDES & DICTIONARIES

General:

- The Blackwell Encyclopedia of Management** *Ref HD30.15 B58 1997*
- Exporter's Encyclopedia** *Ref HF3011 E9*
- International Dictionary of Management** *Ref HD 30.15 J64 1986b*
- International Encyclopedia of Business & Management** *Ref HF1001 I53 1996*
- International Instant Business Plan.** *Ref HD62.4 B477 1996*
- Times Atlas of the World** Atlas Case
- World Market Share Reporter** *Index HF5410 W67*

Country & Region:

- Consumer Marketing in Latin America** *Ref HF5415.12 L3 C65 1999*
- Country Commerce** EIU 7 vols. Worldwide licensing & trading conditions. *Ref 1202 B85x*
- Doing Business in ...[country]** Price Waterhouse. *Ref HC 25 D6 Irreg.*
- Europa World Year Book** 2 vols. *Ready Ref D 2 E83.* Survey of all the countries of the world, as well as major international organizations.
- International Tax & Business Guide: [country]** Deloitte Touche *Ref HC 10 I58*
- OECD Economic Surveys: [country]** Ref [various call numbers] Annual.
- World Bank Country Study** Search this series title.
- World Factbook** *Ref G 122 U565* Ann. Also ZIM Gov Pubs.

STATISTICS

See library guides: **Economic Statistics: International & Economic Statistics: Latin America.** See also the HA to HCs at ZIM Ref.

Monthlies/Quarterlies

- Conference Board. **International Economic Scoreboard** *Ref HC 59 C68x*
- International Monetary Fund. **Direction of Trade Statistics.** *Ref HF 91 I651*

Annuals

- CRB Commodity Yearbook** *Ref HF 1041 C56*
- Euromonitor. **European Marketing Data and Statistics.** *Ref HA 1107 E87 1997*
- Euromonitor. **International Marketing Data & Statistics** *Ref HA 42 I56 2000*
- International Yearbook of Industrial Statistics.** *Ref HC 10 I68 1999*

DIRECTORIES:

- Encyclopedia of Associations: International Organizations** *Ready Ref AS 8 E53*
- Gavel 2000** (special issue of Meetings & Conventions) *Ref G 155 A1 M4* Trade shows.
- Trade Shows Worldwide** *Ref T 394 T717 2000*
- Yearbook of International Organizations** *ZIM Ref JX 1904 A42*

SOURCE GUIDES & BIBLIOGRAPHIES

- International Business Information: how to find it, how to use it** *Ref Desk HE 54.5 P33 1998*
- International Directory of Business Information Sources & Services** *Ref Desk HF 54.5 I57 1996*
- Internet Resources & Services for International Business** *Ref desk HF54.56 L58 1998*

MGT 328-International Mgt MGT 483-International Marketing MGT 583-International Mktg Mgt
MGT 599-General Management of International Operations CM 10/2000 file:inmarmgt2.doc