



SELECTED MARKETING RESOURCES

1. Databases

Business Source Premier

Indexes journals covering all disciplines of business, including marketing, management, MIS, POM, accounting, finance, econometrics and economics. Offers indexing and abstracts for the 350 most important scholarly journals back to 1965 or the first published issue. Includes searchable references for more than 1,170 journals. Provides access to company profiles, industry profiles, and market research reports.

Regional Business News

Supplemental database for customers of Business Source Premier. Provides comprehensive full text for regional business publications (including titles from Crain Communications). Has full text for more than 60 sources.



Academic Search Premier

Indexes articles in magazines, journals, and newspapers, as well as some books and primary source documents, spanning virtually every area of academic study. Provides full text for more than 4,600 scholarly publications, including more than 3,500 peer-reviewed journals.

EBSCO MegaFILE

Allows one to search the EBSCOHost databases simultaneously. Includes: "Business Source Premier", "Regional Business News", "Academic Search Premier", and "MasterFILE Premier". Its Subject Term browsing provides very helpful listings of articles categorized by publication type, as well as providing subdivisions and related terms.

Gale Virtual Reference Library

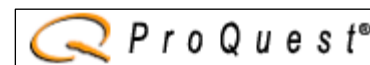
Includes Encyclopedias of Business and Finance, Major Marketing Campaigns, Management, Small Business, and Manufacturing and Distribution USA, all in full text and current editions.

ABI/INFORM Trade & Industry

Includes in-depth coverage of companies, products, executives, trends, and other topics for more than 1,210 publications, with over 1,160 in full-text. Allows users to study and compare specific trades and industries, including telecommunications, computing, transportation, construction, petrochemicals, and many others.

Proquest Newspapers

Over 350 full-text state, national, and international newspapers



MarketResearch.com Academic

Provides thousands of full-text market research reports, many with global coverage, from industry-leading publishers.



HillSource

Developed by the James J. Hill Reference Library, the nation's top practical business library, this BizToolkit Online Business Research Library is a gateway to business information tools, databases, and research resources. Provides access to information on Planning Your Business, Marketing Your Business, Managing Your Business, etc.



LexisNexis

Provides full-text access to business articles from newspapers, magazines, journals, newswires, and transcripts, as well as news from over 25 industries. Also provides access to company information (including executives, revenue and competitors), detailed financial data about companies, and contact and resource information for companies and industries.



PsycINFO

Indexes journal articles, books and chapters, dissertations, and technical reports in the area of psychology



Proquest Psychology Journals

Indexes over 400 top psychology and related publications. Most articles are full text.

Oxford Reference Online

Published by Oxford University Press. A fully-indexed, cross-searchable database of about 100 dictionary, language reference, and subject reference works. Includes such titles as "Dictionary of Business", "Dictionary of Economics", and "Dictionary of Psychology".

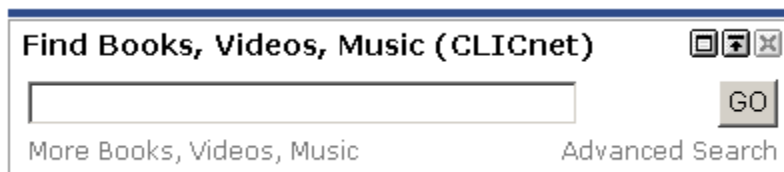


- Databases & Sources by Subject	
- Broad Coverage Multidisciplinary	+ History & Political Science
- Academic Search Premier	+ Language, Lit & Poetry
- CQ Researcher	+ Leadership
- Dissertation Abstracts International	+ News
- EBSCO MegaFILE	+ Nursing, Health & Medicine
- eLibrary	- Psychology & Counseling
- Google Scholar	- Academic Search Premier
- Ingenta	- ERIC
- JSTOR	- Proquest Psychology Journals
- LexisNexis Academic	- PsycINFO
- MasterFILE Premier	- ScienceDirect
- Muse: Scholarly Journals	+ Religion & Philosophy
- Oposing Viewpoints Resource Center	+ Social Work & Sociology
- Oxford Reference Online	- New & Trial Databases
- Periodicals Archive Online	
- ScienceDirect	
+ Art & Music	
+ Biology, Math & Sciences	
+ Books, Videos, Music	
- Business & Economics	
- ABI/INFORM Trade & Industry	
- Business Source Premier	
- EconLit	
- HillSource	
- Human Resources Law Cases	
- JSTOR	
- LexisNexis Academic	
- MarketResearch.com Academic	
- MN Fact Book	
- Morningstar.com Library Edition	
- Regional Business News	
- Sage Management & Organization Studies	
- Wall Street Journal - Full Text backfiles	
+ Communication & Mass Media	
+ Education & Physical Ed	

2. Online Catalogs

CLICnet

- Indexes books, videos, DVDs, and audios held at the 15 libraries in the CLIC consortium (Members: Augsburg College, Bethel University, Bethel Seminary, College of St. Catherine, Concordia University, Hamline University, Macalester College, Northwestern College, University of St. Thomas)
- Includes eBooks (electronic books), available from NetLibrary, that can be read online anytime, anywhere



MnLINK

- Provides access to the catalogs of most libraries in Minnesota
- Provides the citation information needed to place interlibrary loan requests



WorldCat

- Provides access to the catalogs of numerous libraries worldwide
- Provides the citation information needed to place interlibrary loan requests



3. Book Sources in the Bethel University Library

General Marketing/Marketing Plans

Business Plans Handbook (Ref 338.3 B979p) (Also online in Hillsource)

Conquering Consumerspace: Marketing Strategies for a Branded World (CLIC E-Book)

Dictionary of Marketing and Advertising (Ref 339.1 D554)

Dictionary of Marketing Terms (CLIC E-Book)

Direct Marketing: Strategy, Planning, Execution (CLIC E-Book) & Ref 658.84

Direct marketing in practice (CLIC E-Book)

Does your marketing sell: the secret of effective marketing communication (CLIC E-Book)

Encyclopedia of Major Marketing Campaigns (Ref 339.2 E56m)

End of Marketing as We Know It (658.8 Z99e 1999)

Fundamentals and Practice of Marketing (CLIC E-Book)

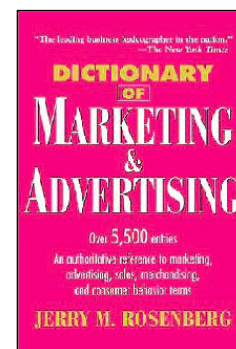
Guru Guide to Marketing: A Concise Guide to the Best Ideas from Today's Top Marketers (CLIC E-Book)

Handbook of Online Marketing Research (658.83 G8789h 2001)

Lifestyle Marketing: Reaching the New American Consumer (CLIC E-Book)

Marketing (Barron's Business Review Series) (CLIC E-Book)

Marketing Book (CLIC E-Book)



Marketing Moves: a New Approach to Profits, Growth, and Renewal
(658.8 K87mm 2002)

Marketing Plan: How to Prepare and Implement It (CLIC E-Book)

One-to-One Web Marketing: Build a Relationship Marketing Strategy One
Customer at a Time (CLIC E-Book)

Strategic Marketing: In the Customer Driven Organization (CLIC E-Book)

Strategic Marketing Planning (CLIC E-Book)

Industry Information

Handbook of North American Industry (Ref 338 H236n)

RMA Annual Statement Studies (Comparative business data)
(Ref 338.03 R642r)

Standard & Poor's Industry Surveys (Ref 338 S785i)

U.S. Industry & Trade Outlook (Ref 338 U581)

Company/Product/Brand Information

Annual Reports (Located in files near the Library's stairwell)

Brands and Their Companies (Ref 338.1 B719a)

Business Rankings Annual (Ref 338.05 B978r)

Creating passionbrands: getting to the heart of branding (CLIC E-Book)

Fact Book: The Directory of Business in Minnesota (Ref 332.63 C822r)

Great American Brands: The Success Formulas That Made Them Famous
(Ref 338.1 C623g)

Harris Minnesota Directory of Manufacturers (Ref 332.62 M665m)

Hoover's Handbook of American Business (Ref 338.02 H789h)

Hoover's Handbook of Private Companies (Ref 338.01 H789p)

Value Line Investment Survey (Ref 338 V215L)

Ward's Private Company Profiles (Ref 338.6 W266p)

Trade Association Information

Encyclopedia of Associations (Ref 061.3 E5638 2005 v.1-3)

Demographic Information

American Generations: Who They Are, How They Live, What They Think
(Ref 310.01 M682a 2003)

Baby Boom: Americans Aged 35 to 54 (Ref 310.01 R961bb 1999)

Best Customers: Demographics of Consumer Demand (Ref 339.01 R961b)

Demographics USA (Ref 339 D466uz 2005)

Editor & Publisher Market Guide (Ref 339 E23p 2005)

Generation X: Americans Aged 18 to 34 (Ref 310.01 M682g 2001)

Handbook of Demographics for Marketing and Advertising (Ref 339 L431h 2d)

Lifestyle Market Analyst (Ref 339.01 L722m 2005)

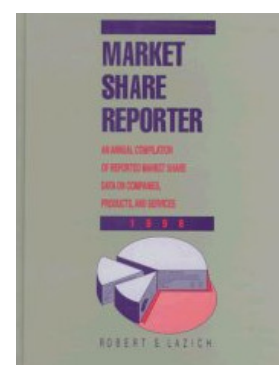
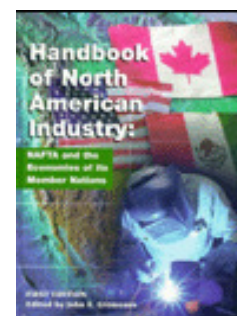
Market Share Reporter (Ref 658.8 M3455 2005 v. 1 & 2)

Mediamark Research... (Ref 339.04 M489)

Millennials: Americans Under Age 25 (Ref 310.01 M646 2001)

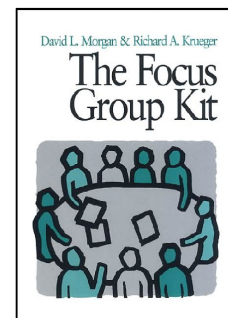
Regional Markets: The Demographics of Growth and Decline (Ref 339 E96r v. 1 & 2)

U.S. Market Trends and Forecasts (Ref 338 U58m 1999)



Gathering Original Data Information

- Asking Questions: The Definitive Guide to Questionnaire Design: For Market Research, Political Polls, and Social and Health Questionnaires (CLIC E-Book)
- Constructing Effective Questionnaires (300.723 P4857c 2000)
- Developing a questionnaire (300.723 G4798d 2000)
- Focus Group Kit (001.433 F652 v. 1-6)
- Focus Groups: A Practical Guide for Applied Research (001.433 K94f 2000)
- Focus Groups: theory and practice (300.723 S849f 2007)
- Handbook of Interview Research: Context & Method (158.39 H23644 2002)
- Handbook of Marketing Scales (Ref 339.15 B368h)
- Interaction and the Standardized Survey Interview: The Living Questionnaire (300.723 H844i 2000)
- Moderating Focus Groups: A Practical Guide for Group Facilitation (001.433 G798m 2000)
- Questionnaire Research: A Practical Guide (300.723 P3164g 2001)
- Questionnaires and Inventories: Surveying Opinions and Assessing Personality (150.287 A291q)



Promotion/Advertising Information

- Gale Directory of Publications and Broadcast Media (Ref 071 G151d)
- Gold Book (Advertising Agencies in Minneapolis and St. Paul) (Ref 332.63 G6181)
- SRDS (Standard Rate and Data Service) Interactive Advertising Source (Ref 339.05 I61a)
- SRDS Business Publication Advertising Source (Ref 339.05 B979p)
- SRDS Consumer Magazine Advertising Source (Ref 339.05 C758m)
- SRDS Direct Marketing List Source (Ref 339.1 D456m)
- SRDS Newspaper Advertising Source (Ref 339.05 N558a)
- Standard Directory of Advertising Agencies (Ref 339.25 S785)



(NOTE: Call numbers other than Reference or CLIC E-Book are in the BUL Main Collection)

4. Websites

Company and Industry Information

- Annual Reports (www.annualreports.com/)
- Annual Reports Library (www.zpub.com/sf/ar/)
- BizWeb (www.bizweb.com)
Web business guide to over 46,000 companies listed in over 200 categories
- Business and Industry News (www.lib.lsu.edu/bus/biznews.html)
List of links produced by Louisiana State University
- CorporateInformation (www.corporateinformation.com)
- County Business Patterns (www.census.gov/prod/www/abs/cbptotal.html)
- Current Industrial Reports (www.census.gov/cir/www/)
Manufacturing, mining and construction statistics
- Economic Census (www.census.gov/econ/census02)
- Hoover's Online (www.hoovers.com)
- Industry Data Finder (www.rh.edu/library/industry/industry.htm)
- Minnesota Secretary of State Business Services (www.sos.state.mn.us/business/index.html)
- Minnesota Technology Directory (www.minnesotatechnology.org/index.asp)
Directed toward MN manufacturing sector
- North American Industry Classification System (NAICS) (<http://www.census.gov/epcd/naics02/>)



Standard Industrial Classification System
www.osha.gov/pls/imis/sicsearch.html
 Thomas Register www.thomasnet.com



Market Research/Marketing Information

American Demographics www.adage.com/section.cms?sectionId=195

Magazine on demographics and marketing, especially strong on consumer trends

American FactFinder <http://factfinder.census.gov/home/saff/main.html?lang=en>

Searchable database for population, housing, economic and geographic data. Put out by the Census Bureau.

American Marketing Association www.marketingpower.com/welcome.php

Articles, tips, best practices, toolkits for marketers in businesses of all sizes



American Time Use Survey www.bls.gov/tus/home.htm

(Measures the amount of time people spend doing various activities, such as paid work, childcare, volunteering, commuting, and socializing. Estimates show the kinds of activities people do and the time spent doing them by sex, age, educational attainment, labor force status, and other characteristics, as well as by weekday and weekend day.)

Bplans.com www.bplans.com/

Over 100 free sample business plans and marketing plans from Palo Alto Software, maker of Business Plan Pro. Also includes relevant articles, legal advice, market research resources, and tools to calculate cash flow, ROI, etc.

Consumer Expenditure Survey www.bls.gov/cex/

Information on the buying habits of American consumers

Datanet www.lmic.state.mn.us/datanetweb/

Contains statistics about social, economic and demographic conditions in Minnesota



Entrepreneur Magazine www.entrepreneur.com/Magazine

Written for entrepreneurs with practical information and concise, hands-on advice. Covers the latest developments in technology, money, management, and marketing.

FedStats www.fedstats.gov/

Provides access to statistics collected from more than 100 agencies in the U.S. Federal Government

Google: Business Associations by Industry

www.google.com/Top/Business/Associations/By_Industry/

Google: Marketing and Advertising

http://www.google.com/Top/Business/Small_Business/Marketing_and_Advertising/

HarrisInteractive: Harris Poll Library

http://www.harrisinteractive.com/harris_poll/aboutpoll.asp

KnowThis.com: Knowledge Source for Marketing www.knowthis.com

Source for market research, marketing plans, Internet marketing, marketing careers, etc.

Quirk's Marketing Research Review www.quirks.com

Designed to promote the use, understanding and value of marketing research across all industries

Statistical Abstract of the United States <http://www.census.gov/compendia/statab/>

U.S. Census Bureau www.census.gov

Social, demographic, population, economic, and geographic census data

You Are Where You Live <http://www.claritas.com/MyBestSegments/Default.jsp?ID=20>

Enter a 5-digit ZIP Code to find the top lifestyle groups for that neighborhood. Clusters describe segments of the population by predominant demographic and lifestyle features.

zapdata.com (Dun & Bradstreet) www.zapdata.com

Offers good industry data reports, sorted by Standard Industrial Classification code. Industry-specific reports tell how many companies there are, average sales, and employees.



5. Research & Writing Aids

Research Wizard

Identifies resources with which to begin your research. Specify a subject for your research question, along with your time frame and the types of materials you need. The Wizard will bring back all kinds of good sources, from databases to quick reference to websites chosen by librarians as useful and credible for your subject.

MyQuickLinks

Provides immediate access to the databases, research aids, and web pages you've selected without searching the library site. You'll need to create an account to set this up.

RefWorks

Allows you to save your bibliographic information as well as notes or summaries, and formats a works cited page for many different styles such as APA, MLA, Turabian, etc. You'll need to create an account to set this up.

