



# Advertising and Marketing: A Guide to Selected Resources

This is a list of selected information resources for research in the field of Advertising and Marketing. It is not intended to be a comprehensive list. If you have questions, please consult with a reference librarian.

## Electronic Research Databases

\*Locate under “Find Articles” by clicking on “Looking for a particular database.”

### ***Business Source Premier\****

This database is a collection of popular business magazines, scholarly journals, and trade publications covering such topics as accounting, banking, finance, international business, management, marketing, real estate, regional studies, sales, trade and technology.

### ***Global Market Information Database (GMID)\****

GMID contains over a million demographic, economic and marketing statistics for 205 countries worldwide. The database also contains 6-year historic market size data for more than 330 consumer products in 52 countries, plus 5-year forecasts.

### ***LexisNexis Academic\****

Choose <Business> from the Academic Search Forms menu. Then choose from the menu which includes business, industry and market news, accounting literature, company information, and business directories.

### ***Market Insight*** (Standard & Poor’s)\*

This database includes current and some prior editions of Standard & Poor's *Stock Reports* and *Industry Surveys*. It provides current and historical merger and acquisitions coverage, overviews of a country’s economic outlook and policies, and details on the subsidiaries, debt issues, stock officers of many U.S. public companies. The Standard and Poor’s *Industry Surveys* provide in-depth look at industry trends, key ratios, statistics, and more.

### ***Statistical Lexis-Nexis\****

Statistical (Lexis-Nexis) provides online access to three important statistical indexes: the *American Statistics Index* (ASI), *Statistical Reference Index* (SRI), and the *Index to International Statistics* (IIS).

### ***STAT-USA\****

This database is a service of the U.S. Department of Commerce and is the site for the U.S. business, economic and trade community. It is useful for current and historical trade-related releases, international market research, trade opportunities, country analysis, and the trade library.

## Analyzing Geographic Markets

### ***Statistical Abstract of the United States***

Reference HA 202

Also online through PITT*Cat*

This is probably the single most important resource for U.S. statistics. Hundreds of tables are included. Its source notes can also lead you to more extensive and/or detailed data sources.

### ***County and City Extra: Annual Metro, City, and County Data Book***

Reference HA 203.C68

This annual reference work provides extensive data on U.S. states, counties, and cities in a wide variety of categories, including population, households, vital statistics, health, crime, education, labor force and employment, trade, federal funds, etc.

***Demographics USA - County, City, and Zip Editions***

Reference HF 5415.1 D45

This resource provides over 1,500 pages of maps, demographic and economic information, covering population, race and ethnicity, age and sex, income, retail sales, business establishments, consumer expenditures and employment data for states, counties, metro areas and cities.

***Places, Towns, and Townships***

Reference HT123 .P53

This resource contains statistical information about U.S. places and the people who live in them. Information includes population and housing, crime, local government finances, retail and service industries, etc.

***The Sourcebook of Zip Code Demographics***

Reference HA203 .S66

This reference title provides up-to-date demographic information, by zip code, on ethnicity, age, income, spending potential, entertainment, etc.

***European Marketing Data and Statistics***

Reference HA1107 .E87

This resource provides data on demographic trends and forecasts, economic indicators, labor force, trade, energy, environment, consumer expenditures and market size, and retailing information for European countries.

***International Marketing Data and Statistics***

Reference HA42 .I56

Demographic trends and forecasts, economic indicators, labor force, trade, energy, environment, consumer expenditures and market size, and retailing information for the Americas, Asia, Africa, and Oceania.

***World Retail Data and Statistics***

Reference HF5429 .W675

Combines a wide range of retailing statistics across 55 countries, provides informative socio-economic profiles of each country, and allows you to compare retail markets in relation to others.

***U.S. Census Bureau***

<http://www.census.gov/>

This government web site offers detailed population, business, and economic data.

**General Marketing Information**

***The Blackwell Encyclopedic Dictionary of Marketing***

Available online through PITT*Cat*

This e-book is arranged alphabetically by marketing topic, with brief explanations of each topic. Also provides bibliographic information for each entry.

***The Business Plans Handbook***

Reference HD62.7 .B865

This multi-volume set is a compilation of over 200 actual business plans developed by entrepreneurs seeking small business funding. Business plans routinely include a marketing plan.

***Encyclopedia of Major Marketing Campaigns***

Reference HF5837 .E53 2006

This two volume title profiles the most notable advertising and marketing campaigns of the 20<sup>th</sup> and early 21<sup>st</sup> century. For each campaign, there is a four-page chapter with an overview, historical content, target market, competition, market strategy and outcome, as well as a few suggestions for further reading.

***How to Write a Successful Marketing Plan***

Available online through PITT*Cat*

This e-book covers the background, preparation, planning objectives, target markets, positioning, marketing strategy, branding, pricing, distribution, and other aspects of creating a marketing plan.

***Market Share Reporter***

Reference HF 5410 .M35

Searchable online through *Academic Lexis-Nexis*

This two-volume annual compilation provides market share information on companies, brands, products and services, arranged by SIC code, and with indexes by product, brand, company, and topic.

***MarketingTerms.Com***

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

A glossary of terms used in internet marketing, as well as internet marketing reference sources online.

### ***U.S. Market Trends & Forecasts***

Reference HF5415.1 .U7

This title uses graphic representations to provide overviews and projections for almost 400 U.S. industries. Contents of the graphs include market forecasts, market shares, distribution, and market value.

## **General Advertising Information**

### ***The Advertising Age Encyclopedia of Advertising***

Reference HF5803 .A38 2003

This reference title includes profiles of more than 120 ad agencies worldwide, essays on 80 leading agencies, detailed articles on 40 U.S. advertisers, brands, and campaigns, 20 essays on market research methods, and 52 essays on advertising tools and operations.

### ***Standard Directory of Advertisers***

Reference HF5805 .S617

This reference tool features data on over 25,000 companies that spend a minimum of \$200,000 on national and regional advertising. It includes information such as approximate advertising expenditures, media used, and the advertising agency or agencies employed by the firm. Volume 2 contains four indexes: product categories by state, brand name, SIC codes, and personnel.

### ***Standard Rate & Data Service (SRDS) TV & Cable Source***

HC110.C6A43 2000

This tool provides a description of individual publications or broadcast stations, detailed ad rates, and brief production specifications.

## **Statistical Compendia Providing Data About Consumers**

### ***The American Marketplace: Demographics and Spending Patterns***

Reference HA 203 .A635

Also available online through PITT*Cat*

This resource gives a population profile of the United States in one volume. Tables are organized into nine chapters on education, health, housing, income, labor force participation, living arrangements, population, spending, and wealth.

### ***American Generations: Who They Are, How They Live, What They Think***

Reference HC110.C6 M545

This resource analyzes statistical data on different American generations, including Baby-Boomers and Generation X. It presents the data in tables accompanied with text that gives a description of each generation. Contents include attitudes & behavior, education, health, households, housing, spending, wealth, etc.

### ***American Men and Women: Demographics of the Sexes***

Reference HQ 1421 .A486 1997

This resource examines the lives of men and women in rich detail, from the proportion of the self-employed to the number of Americans sharing their home with grown children, and more. It also looks into the future, with projections of key data such as males and females by race and age, educational degrees earned, and labor force participation.

### ***The Baby Boom: Americans Aged 35 to 54***

Reference HN60 .R868 1999

Nine chapters examine boomers' Attitudes and Behavior, Education, Health, Incomes, Labor Force Participation, Living Arrangements, Population, Spending, and Wealth. The author also gives analysis and suggestions of how shifts within this generation will affect everything from spending levels to demand for health care reform.

### ***Generation X: The Young Adult Market***

Reference HC 110 .C6 M544 1997

This resource analyzes statistical data on Generation X (born from 1965 through 1976). It presents data in a conversational format and covers topics like television viewing, college enrollment, eating habits, and average spending.

### ***Household Spending: Who Spends How Much on What***

Reference HC110.C6 O34

This tool covers the who, what, and why of consumer spending. Based on unpublished data collected by the Bureau of Labor Statistics Consumer Expenditure Survey, the work covers spending trends, spending on entertainment, spending on housing, and more.

### ***Working Press of the Nation***

Reference PN4875 .W6

This three-volume reference work provides information about 8,000 U.S. newspapers, including ethnic and foreign language newspapers (volume one), 7,000 magazines and newsletters (volume two), and 14,500 television and radio stations and cable networks (volume 3).

### **More Library Resources**

To find more resources on marketing and advertising, try searching *PITTCat* for the following keywords and/or subject headings:

|                     |                        |
|---------------------|------------------------|
| Advertising         | Market Surveys         |
| Direct Marketing    | Marketing – Planning   |
| Internet Marketing  | Marketing – Statistics |
| Market Segmentation | Sales Promotion        |
| Market Share        | Target Marketing       |

### **Recommended Free Web Resources**

There is wealth of information on the World Wide Web. This is intended to be a very selective list of some of the marketing sites available.

**American Marketing Association – Pittsburgh**  
**Academy of Marketing Science**  
**American Academy of Advertising**

<http://www.amapittsburgh.org/>  
<http://www.ams-web.org/>  
<http://advertising.utexas.edu/AAA/>

### ***Knowthis.com: Knowledge Source for Marketing***

<http://www.knowthis.com>

A "resource and reference site for those involved in marketing, market research, advertising, selling, promotion, and other marketing-related areas." Includes feature articles, a tutorial on writing a market plan, and links to articles, marketing magazines, newspapers, and professional organizations. Searchable.

### ***Marketing Basics (SBA Online)***

[http://www.sba.gov/smallbusinessplanner/manage/marketandprice/SERV\\_MARKbasics.html](http://www.sba.gov/smallbusinessplanner/manage/marketandprice/SERV_MARKbasics.html)

Information from the Small Business Association on market research, marketing plans, e-marketing, and more.

### ***Market Research***

<http://www.export.gov/marketresearch.html>

This U.S. Department of Commerce site is designed to be an export portal for American businesses seeking export markets. Over 100,000 market research reports are available from this site. Access to some information requires free registration.

### ***Media Planning & Buying Calculators***

[http://www.srds.com/frontMatter/sup\\_serv/calculator/index.html](http://www.srds.com/frontMatter/sup_serv/calculator/index.html)

This collection of over half a dozen media planning and buying calculators is from SRDS, publishers of the print editions of SRDS Publications.