RESOURCES FOR LOCATING MARKETING INFORMATION

ELECTRONIC RESOURCES

The following databases are only a few of the electronic resources available via Morris Library. If you cannot locate sufficient information from these sources, please try other databases listed on the library’s homepage or print resources mentioned on the following page.

**Agricola (EBSCO)** – This agricultural database from the U.S. Department of Agriculture’s National Agricultural Library indexes book chapters, journals, technical reports, and much more. Coverage begins in 1970.

**Business Source Complete (EBSCO)** – This database includes numerous articles covering marketing and advertising. Included are articles from peer-reviewed (scholarly) journals and trade publications. Many of these are available full-text (PDF or HTML). Also included in this business database are company profiles and industry overviews. Searches can be narrowed in a number of ways, including limiting results to scholarly publications, specifying a particular publication, date, page length, etc. Articles can be e-mailed, printed, or saved.

**LexisNexis Academic** – Company data, including company comparisons within the same industry, can be found via the “Business” tab, in addition to a listing of “Key Competitors” (under “Snapshot”). Useful business-related articles can be located via the “News” tab. Limiting the search to “Business News Publications” in the Sources field will search only business-related magazines and journals. Limiting search terms to appear in the same paragraph helps to retrieve more pertinent articles.

**Market Insight (Standard & Poor’s)** – This database provides overviews and trends for approximately 100 industries, including information on a specific industry’s economic environment, how to analyze a particular industry, how the industry operates, etc. It is also useful for the listing of trade publications in a specific industry (which can then be searched in Business Source Complete). It is an excellent resource for detailed company financial information via the “S & P Stock Reports” (left-hand side of the page).

**Regional Business News (EBSCO)** – This database, as its name implies, indexes over 70 regional journals, newspapers, and newswires, covering metropolitan and rural areas. Many of the articles are full text. This EBSCO database has similar searching capabilities (and limiting features) as Business Source Complete.

**Simmons Survey of Media and Markets (Choices 3)** – This CD version is available at only one computer workstation in the library (near the Information Desk). This resource provides consumer information regarding brand and product usage. Customized reports, showing what products customers use and their media behavior, can be generated and downloaded.
PRINT RESOURCES

The following resources are located either at the Information Desk or in the general Reference area (on first floor). If you would like to locate additional marketing books available at Morris Library (or at the McLafferty Annex), click on the SIUCat link on the library’s home page. Type: marketing (in the Search box) and select: Subject (in the “Search by” box).

**Best Customers: Demographics of Consumer Demand** – Ref HC79.C6 R87 (Reference area) – Data is listed for products and services consumers purchase or utilize, in addition to geographical indexing.

**Demographics USA: County Edition** – Ref HF5415.1 D46x (Information Desk) – Data is broken down demographically and includes statistics for Effective Buying Income, retail sales, consumer expenditure information, etc. The marketing section measures market potential, marketing strategies, analyzing new product potential, etc.

**Demographics USA: Zip edition** – Ref HF5415.3 D463 (Information Desk) – Data is arranged by zip code, including basic and specific demographics. Projections are given for major categories, including population, households, and retail sales.

**Household Spending: Who Spends How Much on What** – Ref HC110.C6 O34 (Temporarily shelved at Reserves Desk – 4th floor) – Household spending is listed by age, income, household type, region, education, and more.

**Industry Norms and Key Business Ratios** – Ref HF5681.R25I525 (Information Desk) – Contains financial ratios for many industries, including agriculture, communication, transportation, manufacturing, and retail.

**Lifestyle Market Analyst** – Ref HF5415.33.U6 L54 (Information Desk) – Market analysis for the U.S. population is listed geographically and demographically. As the title of this resource implies, lifestyle information is provided including interests, hobbies, and activities popular with Americans.

**Market Share Reporter** – Ref HF5415.2.M34x (Information Desk) – Market share data is listed for companies, products, and services. This two-volume set, primarily arranged by SIC code, obtains its data from trade publications, newspapers, newsletters, government reports, etc.

**Mergent’s Industry Review** – Ref HG4961.M68 (Reference area) – Arranged by industry groups, financial information, operating data, and financial ratios are provided for over 3,000 companies. Ranking is listed by revenue, net income, yield, etc.
RMA Annual Statement Studies – Ref HF5681.B2R6 (Information Desk) – Contains financial ratios for many industries, including manufacturing, retailing, service, etc. Although companies are not listed, data can be utilized to compare one company’s performance in relation to the industry’s average.

Statistical Abstract of the United States – Ref HA202 A39 (Information Desk) – This resource, known for its comprehensive and authoritative summary of statistics of the United States, has an added value found with its charts and graphs. Each chart and graph cites the source of its data – usually a web site. Visit the web site if you are searching for more current or updated data. The online version can be located at: www.census.gov/compendia/statab/.

Who’s buying by age – Ref HF5415.33.U6 W45 (Reference area) – Spending patterns are broken down by age group for a variety of areas, including spending on apparel, entertainment, groceries, restaurant meals, etc.

Who’s buying entertainment – Ref GV53 .W46 (Reference area) – Similar to the resource listed above, this emphasizes consumer spending on entertainment, including movies and recreation.

ADVERTISING RESOURCES (PRINT)

SRDS (Standard Rate and Data Service) – SRDS provides media rates and data for the advertising media from national newspapers to community publications. The library has the following SRDS publications in the Reference area (on first floor):

Business Publication Advertising Source – Ref HF 5905.S723

Consumer Magazine Advertising Source - Ref HF 5905.S725

Direct Marketing List Source – Ref HF 5861.D54

Newspaper Advertising Source – Ref HF 5905.S73

Out of Home Advertising Source – Ref HF 5813.U6 O88

Radio Advertising Source – Ref HF 5905.S74x

TV & Cable Source – Ref HF 5905. S745

The Advertising Red Books – This three volume publication provides a detailed look at the advertising industry, including information on agencies and their clients, in addition to advertisers and their products. The following titles of this set are in the Reference area (on first floor):

Advertiser, business classifications – Ref HF 5805.S721

Advertiser, indexes – Ref HF5805.S72

Advertiser, agencies – Ref HF 5805.S785x