



A SELECTIVE GUIDE TO MATERIALS AND RESOURCES FOR SALES AND MARKETING

This selective guide contains a bibliography of titles and electronic resources that will assist the students with business research. It outlines a general approach to finding materials and resources housed in the F.D. Bluford Library and also electronic sources that may be on the internet or on CD-ROM. This guide will help students organize their research and at the same time give them some tips on research strategy. Remember that researching any topic can seem overwhelming.

Using the INNOPAC

Establishing what resources the library owns on the subject you are researching should be your first priority. In order to find that information the student must use the online catalog called INNOPAC in our library. The INNOPAC can be searched by AUTHOR, TITLE, KEYWORD, JOURNAL TITLE and by SUBJECT HEADING. If you are going to do a **keyword search** you can either enter a word that may appear in the title or in the description of the work. If you are going to do a **subject search** you should use the Library of Congress Subject Headings located next to the computer workstations to help you determine the correct heading to use. There are several other options on narrowing or limiting your search and on identifying similar titles. Please refer to the INNOPAC Handout at the Information Center for more detailed instruction or ask for assistance from a Reference Librarian.

Encyclopedias

Encyclopedias are also a good place to start, especially if you are unfamiliar with the topic. Articles in encyclopedias are often written by recognized authorities and tend to provide established facts and ideas about the topic, its history, basic theories, and important persons who have written related articles. Also, most encyclopedia articles close with a bibliography that may help you to establish your literature search.

Note: When using encyclopedias, first consult the index volume, usually the last volume of the set. This will tell you if your topic has an article devoted entirely to it or if it is discussed within an article on a related subject.

The Blackwell Encyclopedia Of Management

A&T REF HD30.15 .B463 1997

The Concise Blackwell Encyclopedia of Management

A&T REF HD30.15 .C66 1998

Concise International Encyclopedia of Business and Management

A&T REF HF1001 .I53 1997

Encyclopedia of Business

A&T REF HF1001 .E466 1995

Encyclopedia of Business Information Sources

A&T REF HF5353 .E52
Encyclopedia of Major Marketing Campaigns
 A&T REF HF5837 .E53 2000
Inside U.S. Business : a concise encyclopedia of leading industries
 A&T REF HC106.8 .M337 1991
Lifetime Encyclopedia of Letters
 A&T REF PE1483 .M43 1992

Almanacs, Handbooks and Dictionaries

Almanacs are useful statistical and factual sources that have current information on a broad range of topics and subjects. Handbooks and dictionaries can help you throughout your research by providing quick, factual information that you may need to support your ideas. Dictionaries provide brief entries that are quick and helpful sources for the definition or identification of a term or concept in business.

AMA Complete Guide to Marketing Research for Small Business
 A&T STACKS HF5415.2 .E34 1996
AMA Handbook for Managing Business to Business Marketing Communications
 A&T STACKS HF5415.1263 .D43 1997
American Business Dictionary
 A&T REF HB61 .A43 1991
Business Information Desk Reference : where to find answers to business questions
 A&T REF HF54.52.U5 F74 1990
The Complete Idiot's Almanac of Business Letters and Memos
 A&T REF HF5718.3 .G674 1997
The Complete Sales Letter Book : model letters for every selling situation
 A&T REF HF5730 .H37 1998
Dictionary of Marketing and Advertising
 A&T REF HF5415 .R577 1995
The Directory of Advertising & Marketing Services
 A&T REF HF5805 .D57 1993-1994
Dun & Bradstreet's Guide to Doing Business Around the World
 A&T REF HF1416 .M78 1997
Handbook of Business Administration
 A&T REF HD31 .M375
Handbook of Cross-Cultural Marketing
 A&T REF HF5415 .H393 1998
Handbook of Demographics for Marketing & Advertising : new trends in the American Marketplace
 A&T STACKS HC110.C6 L388 1994
Handbook of Marketing Scales : multi-item measures for marketing and consumer behavior research
 A&T STACKS HF5415.3 .B323 1999
Handbook of Key Economic Indicators
 A&T STACKS HC103 .R64 1998
Internet Resources and Services for International Marketing and Advertising : a global guide
 A&T REF HF1416 .C69 2002
The Lead Generation Handbook : how to generate all the sales leads you'll ever need-- quickly, easily, and inexpensively!

- A&T STACKS HF5438.5 .B58 1998
Market Share Reporter.
 A&T READY REF HF5410 .M35 2003
Sales Games and Activities for Trainers : easy-to-use games, activities, and exercises to teach and learn how to sell
 A&T REF HF5439.8 .C66 1997
The Sales Compensation Handbook
 A&T STACKS HF5439.7 .S24 1998
The Sales Manager's Troubleshooter
 A&T REF HF5438.4 .C4 1998
The Sourcebook of Zip Code Demographics
 A&T REF HA203 .S66 1994
Standard Directory of Advertising Agencies
 A&T REF HF5805 .S72

Indexes and Abstracts

To locate articles that are pertinent to your research, you need to use indexes and abstracts to journal and newspaper literature.

- Business Education Index**
 A&T REF INDEXES Z5814.C7 B85
Business Periodicals Index
 A&T REF INDEXES Z7164.C81 B983
Index of Economic Articles in Journals and Collective Volumes
 A&T REF INDEXES Z7164.E2 A51
PAIS International in Print
 A&T REF INDEXES HB1.A1 P9

JOURNALS

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|---|--|
| Advertising Age | Journal of Business |
| Adweek | Journal of Business & Industrial Marketing |
| American Business Law Journal | Journal of Business Administration |
| American Salesman | Journal of Business Communication |
| Bank Marketing | Journal of Business Ethics |
| Barron's National Business and Financial Weekly | Journal of Business Logistics |
| Baylor Business Review | Journal of Business Research |
| Black Enterprise | Journal of Common Market Studies |
| Business America | Journal of Marketing |
| Business Conditions Digest | Journal of Marketing Research |
| Business Marketing | Journal of Personal Selling & Sales Management |
| Business North Carolina | Journal of Public Policy and Marketing |
| Business Quarterly | Journal of Retailing |
| Business Review | Journal of Services Marketing |
| Business Week | Journal of the Academy of Marketing |
| Canadian Business | |

Canadian Business Review
 Chain Store Age Executive
 Commerce America
 Commercial Law
 Commercial Lending
 Corporate Cashflow
 Direct Marketing
 Federal Reserve bulletin
 Finance & Development
 Financial Review
 Forbes
 Fortune
 Futurist
 Industrial Marketing Management
 International Marketing Review
 Journal of Advertising
 Journal of Advertising Research
 Journal of Applied Business Research

Science
 Journal of the Market Research Society
 Marketing
 Marketing News
 Marketing Science
 North Carolina Law Review
 Occupational Outlook Quarterly
 Quarterly Journal of Business &
 Economics
 Quarterly Review of Marketing
 Retail Business Review
 Sales Marketing & Management
 Service Industries Journal
 Small Business Reports
 Stores
 Survey of Current Business
 Telemarketing Magazine
 Wall Street Journal

Government Documents

Government Documents cover a broad range of topics including criminal justice; laws and regulations; congressional hearings; Supreme Court opinions; and economic, demographic and agricultural statistics. You can access our Government Documents Collection several ways: through the Innopac Catalog using GPO Access; the printed Monthly Catalog housed in the Index Area; GPO on CD-ROM and using the Internet. These items are classified by the Superintendent of Documents Classification Scheme and must be retrieved using that call number. The library's Government Documents Department is located on the lower level of the library. On the first floor of the library is a workstation dedicated solely to accessing government documents using CD-ROMs or accessing governmental agencies through the Internet.

Statistical Sources

Statistics provide a factual basis for your ideas. Most of the handbooks and electronic resources listed will give some general statistics. The following resources can provide information on very specific topics, either giving the actual data or listing citations to books, articles, or reports that will have the needed information.

The American Marketplace : demographics and spending patterns

A&T REF HB849.49 .A64 2001

American Statistics Index

A&T REF INDEXES Z7554.U5A46

Business Statistics of the United States

A&T REF HC101 .B87 1996

Dartnell's 29th Sales Force Compensation Survey, 1996-1997

A&T STACKS HF5439.7 .H45 1996

The International Financial Statistics Locator : a research and information guide

A&T REF HG151.7 .B37 1995

North Carolina State Government Statistical Abstract

A&T REF HA552 .O35

North Carolina State Government Statistical Register

A&T REF HA551 .N85 1994

Statistical Abstract of the United States

A&T REF HA202.A384 (Current edition on Ready Reference)

Statistical Abstract of the World

A&T REF HA154.S68 (Current edition on Ready Reference)

Statistical Reference Index

A&T REF INDEXES Z7554.U5S79

Statistics Sources

A&T REF Z7551 .S84

ELECTRONIC RESOURCES

Electronic resources can include a variety of different types of information, from corporate data to business journals and indexes to statistics. These resources may include CD-ROM materials that can only be used in the library, or Internet-based resources which may be used anywhere on campus, and many of which allow off-campus access as well. For more information about off-campus access ask for assistance at the reference desk. For a complete listing of all of the library's electronic resources for business, see the Business Electronic Resources page at <http://www.library.ncat.edu/eresources/ATBusiness.html>.

ABI/Inform Archive

Digital archive for historically respected business journals for information on marketing, accounting, management, advertising, ethics, strategies, and more. Includes the actual image of the complete article from title runs first issue through 1985.

ABI/Inform Global

ABI/Inform Global is a premiere source of business and management information. Provides indexing and abstracts for over 1300 journals. Includes many complete articles from over 1000 journals from 1986 to present.

Business Source Elite

Provides abstracts and indexing for many business magazines and periodicals from 1984 to present, including The Wall Street Journal.

Includes many complete articles from more than 1100 business periodicals.

Cambridge Scientific Abstracts (CSA)

CSA is the interface for several databases in Aerospace Sciences, Agricultural Sciences, Aquatic Sciences, Arts & Humanities, Biological & Medical Sciences, Computer Technology, Earth & Environmental Sciences, Engineering Specialties, Market Research, Materials Science, and Social Sciences as well as the Sage Full Text collections.

Emerald Library

Emerald publishes over 150 full-text journals including areas of management, library, and information services and a strong specialist range of engineering, applied science and technology journals.

FINDEX

FINDEX contains descriptions of consumer and industrial studies and surveys, syndicated and multi-client studies, audits and subscription research services, as well as published reports on general management and business topics.

JSTOR

The JSTOR database is unique because the complete archives of over 320 core scholarly journals have been digitized, starting with the very first issues, many of which date from the 1800s. Current issues are not included, but historical journals in the humanities, social sciences, and sciences are available in full text.

Kiplinger Finance & Forecasts

A continuously updated, fully searchable database of over 30 Kiplinger personal finance business publications, this tool gives users the advance notice they need to protect their personal finance and business interests, or answer questions about the outlook for business and the economy in the months ahead.

LexisNexis Academic

LexisNexis Academic provides full-text documents from over 13,000 news, business, legal, medical, and reference publications with a variety of search options. This database covers a wide variety of information, but especially excels in the areas of news and legal information.

Mergent Online (formerly FIS or Moody's International Company Data)

Mergent Online includes a fully searchable database of 15,000 U.S. public companies. Each company report incorporates up-to-the-minute news items. It also includes access to Wall Street consensus earnings estimates on all companies in the database followed by at least one Wall Street analyst, and provides access to past and current EDGAR® filings.

Project Muse: Scholarly Journals Online

Project MUSE provides full text access to over 220 scholarly journals in the fields of literature and criticism, history, the visual and performing arts, cultural studies, education, political science, gender studies, economics, and many others.

ReferenceUSA

The ReferenceUSA database contains, in module format, addresses and detailed information on more than 12 million U.S. businesses; 102 million U.S. residents; 683,000 U.S. health care providers; 1 million Canadian businesses; and 11 million Canadian residents.

Social Sciences Citation Index

This bibliographic index allows cited reference searching in the social sciences and provides citations and abstracts for more than 1725 journals covering 50 social sciences disciplines.

Social Sciences Full-Text

This database is the electronic equivalent of the internationally known Social Sciences Index. Coverage includes a wide range of interdisciplinary fields covered in a broad array of social sciences journals. Abstracting begins in 1994 and Full-text coverage begins in 1995. Subjects covered include anthropology, area studies, criminal justice, ethics, family studies, gender studies, geography, gerontology, international relations, law, minority studies, planning & public administration, political science, psychology, social work, sociology, and urban studies.

Standard & Poor's Net Advantage

NetAdvantage provides access to a variety of Standard and Poor's information, including Industry surveys, market outlook, stock and bond guides, and other investment information.

Wilson Business Full-Text

This database includes leading business magazines, trade and research journals, and the full text of selected periodicals. Full text coverage begins in January 1995. Subjects covered include accounting, construction, communications, economics, finance, human resources, management, marketing, mass media, occupational health & safety, and transportation.

INTERNET

American Advertising Federation

The AAF is a "professional advertising association that binds the mutual interests of corporate advertisers, agencies, media companies, suppliers and academia."

Access: <http://www.aaf.org/>

American Association of Advertising Agencies

The American Association of Advertising Agencies (AAAA) is the national trade association of the advertising agency business. The AAAA acts as the industry's spokesperson with government, media, and the public sector

Access: <http://www.aaaa.org/>

American Marketing Association

AMA's purpose is "to promote education; to assist in personal and professional career development among marketing professionals; and to advance the science and ethical practice of marketing disciplines."

Access: <http://www.ama.org/>

EDGAR Database

EDGAR, the Electronic Data Gathering, Analysis, and Retrieval System, consists of electronic filings by corporations to the U.S. Securities and Exchange Commission (SEC)

Access: <http://www.sec.gov/edgarhp.htm>

Fortune 500 / 500 List

Information on Fortune 500 companies, listing them and their trends

Access: <http://www.pathfinder.com/fortune/fortune500/>

Hoover's Online

Includes company capsules, stock quotes, links to company Web sites, and job sites to the general public; this site is also for paying subscribers where specific profiles, personal portfolio information, and some investing news is provided

Access: <http://www.hoovers.com/>

The National Association of Market Developers, Inc. (NAMD)

Contains information on NAMD, which is a professional organization committed to the leadership of positive and progressive change of African-Americans in the areas of marketing, management, public relations, advertising, sales, human resources and other related fields

Access: <http://www.namdntl.org>

The Public Register's Annual Report Service - PRARS - Free Annual Reports

Annual company reports and other financial information

Access: <http://www.prars.com/>

U. S. Business Advisor

Information on getting business information and services from the U. S. government, including a wide variety of links on law, funding, small businesses, and more.

Access: <http://www.business.gov/>

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