



Library Resources for Marketing & Advertising

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The *Lumen Library Catalog* retrieves books, e-books, journals, e-journals, media, and government publications. Try subject headings such as *advertising campaigns*, or *market surveys* to locate print or electronic books.

Library Quick Links takes you to the *A to Z Database* list. Here you can access vast online full-text resources, corporate directories (and competitors) and financial data.

1. *Marketing & Advertising Industry*

The Advertising Age Encyclopedia of Advertising Fitzroy Dearborn, 2003. 3vols.

REF HF 5803 .A38 2003

A scholarly treatment of advertising history, the encyclopedia contains 120 profiles of ad agencies; 160 profiles of advertisers, brands, and campaigns; biographies; and 68 thematic essays

The Encyclopedia of Major Marketing Campaigns Gale, 2000-2006. v.1 – 2

REF HF 5837 .E53 for the two print volumes

Online in the Gale Virtual Reference Library for vol. 2 *only*

Two massive volumes have narrative histories of 500 ad campaigns ranging from U.S. Army to Levi Straus. Entries include corporate history, target market, competition, marketing strategy, and campaign outcome. Note that the online version has volume 2 only.

Business Source Premier

Articles from more than 1,100 peer-reviewed journals and an additional 1,000 trade and industry periodicals are retrievable from this superb library database. Besides articles, you can use their Company Profiles (top bar) to identify a company's products, services, competitors, and SWOT factors. There are also profiles of industries and markets both domestic and international.

Business & Company Resource Center / Market Share Reporter

Articles, companies, market share, and business rankings are found in this library database. Search by company, industry, industry code, product, or keyword. More than 400,000 companies are in their directory segment. For some, a "market share" tab will appear in the results. This contains summary data on share size and rank among competitors.

Business Plans Handbook: a compilation of actual business plans. Gale, 1995 –

Online, select the “Gale Virtual Reference Library” from our *A to Z Databases*
REF HD 62.7 .B865 for 9 of the first 10 print volumes.

Contains actual business plans for small to mid-size companies in various industries. The plans include the potential market, capital needs, advertising budgets, marketing plans, and customer base. This valuable source is also accessible via an electronic link in Lumen.

Standard & Poor’s Net Advantage / Industry Surveys

The S&P Industry Surveys contain high-level analysis of the current state of Advertising and 51 other industries. Analysts report on the business and regulatory environment, costs, competition, consumer demand, and emerging trends and practices. (The other industry surveys, Computer Services and the Internet, e.g., address advertising and marketing issues, too.)

2. Directories of Corporations, Organizations, & Media Outlets

The Advertising Red Books. Lexis-Nexis REF HF 5805 .S72

These list ad agencies, their major accounts, and billings by media; also public relations firms, media buying services, trade associations; ad award winners; and top ad agencies by media and income.

Gale Directory of Publications and Broadcast Media.

Online edition available via Lumen, or via Databases A to Z

Where are you going to advertise? This directory of print and non-print media includes consumer magazines, TV and radio stations. It also has circulation, audience, and occasionally advertising rates.

Reference USA and...

Million Dollar Database (Dun & Bradstreet)

Two massive online business directories you can search by city / MSA, by industry code or yellow page listing, or by product and service. Who sells what where? What are their estimated sales and how many employees do they have? Millions of companies are included. Personal preference: Reference USA.

Associations Unlimited. Gale.

This online directory lists organizations that serve the interests of groups from micro-brewing to medical devices. Trade organizations’ budgets, membership, conventions, publications and URL are here.

Editor & Publisher Market Guide. Editor & Publisher, 2005

REF PN 4700 .E251 2005

This directory identifies newspaper markets and quality of life factors for various demographics. It details urban population, newspaper circulation, transportation, principal industries, and retail outlets.

Hoover's Handbook of American Business. Hoover's, 2008. and...

REF HG 4057 .A28617 2008

Hoover’s Handbook of Emerging Businesses REF HG 4057 .A28618 2008

These selective handbooks identify the more influential or exciting growth players in American business. They can give you ideas for ideal companies, products, or services to market or advertise.

3. Consumer Groups, Target Audiences and Demographics

Lifestyle Market Analyst. SRDS, 2005. REF HF 5415.33 .U6 L54 2005

Market profiles of cities by occupation, ethnicity, income, home life, discretionary spending, investing, hobbies, sports activities, outdoor recreation, and high tech toys. Data in this reference book are arranged geographically, by demographic, and by lifestyle area.

American FactFinder. (U.S. Census Bureau) <http://factfinder.census.gov/>

In "Data Sets" you'll see the American Community Survey. This gathers zip code-level population figures by age bracket, school enrollment, educational attainment, etc Census also provides highly detailed data from 2000, organized by zip, city, county and state. Some basic mapping capabilities exist, as well.

Prizm NE My Best Segments

<http://www.claritas.com/MyBestSegments/Default.jsp>

This clever market segment program assigns lifestyle characteristics to every zip code. Drawing on 66 lifestyles it describes the age, spending habits, professions and leisure pursuits of each area.

The Sourcebook of Zip Code Demographics. ESRI, 2004. REF HA 203 .S66 2004

This reference book gives detailed demographic and potential consumer market data arranged by zip code. It includes household income and expenditures in broad areas.

New Strategist, which can be searched as an Author, is a group of editors that arranges and publishes data and findings on different generations of Americans. They study the income, spending habits, education, attitudes, leisure activities, and occupations of each generational group. These are good examples:

The Millennials: Americans born 1977 to 1994. New Strategist, 2006.

REF HQ 796 .M4797 2006

The Baby Boom: Americans born 1946 to 1964. New Strategist, 2006.

REF HN 60 .R84 2006

Older Americans: a changing market. New Strategist, 2006

REF HQ 1064 .U5 O64 2006

Also these...

American Incomes. New Strategist, 2005. 5th ed. REF HC 110 .I5 A447 2005

Subtitled "Demographics of who has money," this breaks down income by gender, race, region, marital status, age, and occupation.

American Women: who they are and how they live. New Strategist, 2006. 3rd ed.

REF HQ 1421 .A486 2006

Best Customers: demographics of consumer demand. New Strategist, 2006

REF HC 79 .C6 R87 2006

Household Spending: who spends how much on what. New Strategist, 2006.

REF HC 110 .C6 O34 2006

4. *International Markets*

Euromonitor Global Market Information Database

GMID provides business intelligence on industries, countries and consumers. It offers access to statistics, full-text market reports, comment from expert industry and country analysts as well as thousands of sources of further information. 205 countries are researched, with extended coverage of 52. Search by keyword or by menu.

STAT-USA (U.S. Commerce Dept.)

Intended to promote exports, this vast source has U.S. data (State of the Nation) and global data (Globus). Globus contains highly useful Country Commercial Guides, International Market Insight Reports, commercial and industry trade leads, currency exchange data, and reports on national foreign trade barriers and human rights. The many documents in the National Trade Databank are searchable by keyword, country or commodity. (Contact the Reference Desk for a password, if required).

5. *Public Web Sites, U.S. Government and Others.*

Advertising World. (University of Texas. Dept. of Advertising).

<http://advertising.utexas.edu/world/>

“The ultimate marketing communications directory” features an extensive collection of advertising links from consumer psychology to examples of tobacco advertising. Not always kept up to date.

American Association of Advertising Agencies

<http://www.aaaa.org> (some areas are for subscribers only.)

The web site for the national trade group.

Business.Gov

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

Largely an effort of the U.S. Small Business Administration, this site collects advice, laws, and regulations from state and local jurisdictions, as well.

Business Plans.com

<http://www.bplans.com>

Browse many free business plans to see market analysis, implementation strategy and financing.

Sample Marketing Plans

http://www.mplans.com/sample_marketing_plans/

These sample plans contain marketing strategies, target groups, & budgets.

U.S. Federal Trade Commission.

<http://www.ftc.gov/index>

The FTC regulates consumer protection and anti-competitive business practices. One focus is reducing fraudulent or misleading advertising and marketing. The FTC also hands down court decisions.