

Marketing & Advertising

Books

[The Ad Men and Women: A Biographical Dictionary of Advertising](#)

Applegate, E. (1994). *The Ad men and women: a biographical dictionary of advertising*. Westport, Conn.: Greenwood Press.
@ Park Library, Davis Library

Covers the advertising industry primarily from both an historical and international perspective.
Includes information about advertising agencies, campaigns, and brands

[Advertising to Children: Concepts and Controversies](#)

Carlson, L. (1999). *Advertising to children: concepts and controversies*. Thousand Oaks, Calif.: Sage Publications.
@ Davis Library, Undergrad Library

Research designed to stimulate and inform debates about advertising to children. Issues include smoking and alcohol consumption.

[Brand Failures: The Truth About the 100 Biggest Branding Mistakes of All Time.](#)

Haig, M. (2003). *Brand failures*. London: Kogan Page.
@Davis Library

Stories of brand failures from the 1950s forward. Entries vary in length and most end with a few points under the heading "Lessons from ..."

[Brands, Consumers, Symbols & Research: Sidney J. Levy on Marketing.](#)

Levy, S. J. (1999). *Brands, consumers, symbols, & research : Sidney J. Levy on marketing*. Thousand Oaks, Calif.: Sage Publications.
@ Davis Library

Comprehensive collection of Levy's essays and studies of marketing.

[Children and Adolescents in the Market Place: Twenty-Five Years of Academic](#)

[Research.](#) Chandler, T. M. (1999). *Children and adolescents in the market place : twenty-five years of academic research*. Ann Arbor, Mich.: Pierian Press.
@ Davis Library Reference--In Library Use Only

Annotated bibliography of articles includes materials published from 1970 through 1995.

[A Compass for Understanding and Using American Community Survey Data](#)

(2009). *A compass for understanding and using American community survey data*. Washington, D.C.: U.S. Census Bureau.

Educational handbooks for users of American Community Survey data. Different handbooks designed for: general data users, media, PUMS users, congress, business community, federal agencies, state & local governments, teachers, and more.

[E-Marketing Handbook: An Indispensable Guide to Marketing Your Products and Services on the Internet.](#)

Haig, M. (2001). *The e-marketing handbook : an indispensable guide to marketing your products and services on the internet*. London: Kogan Page.

@ Davis Library

Includes how to apply the traditional 4Ps of marketing: product, price, placement and promotion, and looks at the pros and cons of cybermarketing versus 'brick and mortar' marketing.

[The Entertainment, Media and Advertising Market Research Handbook.](#) [[print](#)] [[online](#) via UNC Libraries]

Richard K. Miller & Associates. *The ... entertainment, media and advertising market research handbook*. Norcross, GA: Richard K. Miller & Associates, Inc.

@ Park Library

Includes filmed entertainment, home entertainment, live performances, local advertising, magazines, mobile media, news media, newspapers, outdoor advertising, place-based video advertising, radio, recorded music, television, the Internet, video games, and more.

[E-PR: The Essential Guide to Public Relations on the Internet.](#)

Haig, M. (2000). *E-PR: the essential guide to public relations on the Internet*. London: Kogan Page.

@ Davis Library

Find out how to create an e-PR strategy and maximize your chances of e-business success.

[Everywhere : comprehensive digital business strategy for the social media era](#)

Weber, L. (2011). *Everywhere : comprehensive digital business strategy for the social media era*. Hoboken, N.J.: Wiley.

@ Davis Library

Explains how to put your digital strategy at the center of how your organization communicates, operates, organizes itself, and creates value.

[Handbook of Research in International Marketing.](#)

State of the Art of Research in International Marketing Conference (2001: University of Connecticut). (2011). *Handbook of research in international marketing*. Cheltenham, UK;Northampton, MA: Edward Elgar.

Online through UNC libraries

Includes discussions of global branding, marketing strategy on a world stage, cultural issues, and a more detailed look at marketing at the bottom of the pyramid.

[Handbook of Strategic Public Relations & Integrated Communications.](#)

Caywood, C. L. (2012). *The handbook of strategic public relations and integrated communications* (2nd ed.). New York: McGraw-Hill.

@ Davis Library

Providing best practices for 28 key industries, and organized into thematic sections. Coverga eof trends, tools, industries, & challenges

[Leading Edge Marketing Research : 21st-Century Tools and Practice](#)

Kaden, R. J. (2012). *Leading edge marketing research : 21st-century tools and practices*. Thousand Oaks, Calif.: SAGE Publications.

@ Davis

Includes quantitative and qualitative approaches, challenges, customer motivation, and industry trends. Also address the technologies and resources now used in the field, as well as case studies.

[Marketer's Guide to Media.](#)

Diaz-Villa, D. (Ed.). (2011). *Marketers Guide to the Media*. New York, NY: Adweek, Inc.

@ Park Library Reference--in library use only (previous editions available to check out)

Information on ratings data for broadcast, syndicated, and cable television from Simmons and MRI. Also includes a glossary of print terms such as CPM, MSA, rate base, and more.

[The Marketing Plan: How to Prepare and Implement It.](#)

Luther, W. M. (2011). *The marketing plan : how to prepare and implement it* (4th ed.). New York: AMACOM.

@ Davis Library

Identify marketing objectives and deploy specific strategies for every stage of the marketing cycle, from competitive and market analysis to planning, budgeting, brand development, and management. Featuring case studies and examples from major brand successes of the last ten years. With access to online software to aid in decision making, pricing, budget calculations, sales projections, and more.

[Marketing Plans: How to Prepare Them, How to Use Them.](#)

McDonald, M. (2011). *Marketing plans : how to prepare them, how to use them* (7th ed.). Chichester, West Sussex, U.K.: Wiley.

@ Park Library

Research on planning for integrated marketing communications and digital marketing, developing multichannel strategy, developing the CRM plan, marketing effectiveness and accountability.

[Understanding the Census: A Guide for Marketers, Planners, Grant Writers, and Other Data Users.](#)

Lavin, M. R. (1996). *Understanding the census : a guide for marketers, planners, grant writers and other data users* (Library ed.). Kenmore, New York: Epoch .

@ Davis Reference--in library use only, Davis Library

Practical, easy-to-use guide to using the data from the Decennial Census.

Dictionaries & Encyclopedias

[The Advanced Dictionary of Marketing: Putting Theory to Use.](#)

Dacko, S. G. (2008). *The advanced dictionary of marketing : putting theory to use*. Oxford ;New York: Oxford University Press.
@ Davis Reference

This dictionary of marketing terms focuses on key concepts, grouped into four categories: concepts, laws, theories, and effects.

[Advertising Age Encyclopedia of Advertising.](#)

Egolf, K. (2003). *The Advertising age encyclopedia of advertising*. New York: Fitzroy Dearborn.
@ Park Library, Davis Library

Nearly 600 entries, historic surveys of the world's leading agencies and major advertisers, brand and market histories, key aspects of methodology, practice, strategy, and theory. Illustrated.

[AMA Dictionary of Marketing Terms.](#) [[print](#)] [[online](#) via UNC Libraries]

American Marketing Association. (1995). *Dictionary of marketing terms* (2nd ed.). Lincolnwood, Ill., USA: NTC Business Books.
@ Davis Library, UL Library Reference--in library use only

For business professionals and students. More than 2,500 definitions covering both the day-to-day terminology and the specialized vocabulary in corporate and academic use.

[Ayer Glossary of Advertising and Related Terms.](#)

Ayer Press. (1977). *Ayer glossary of advertising and related terms* (2d ed.). Philadelphia: Ayer Press.
@ Davis Library

Good for deciphering older advertising terms.

[A Dictionary of Marketing.](#) [[print](#)] [[online](#) via UNC Libraries]

Doyle, C. (2011). *A dictionary of marketing*. Oxford: Oxford University Press.
@ Davis Library

Over 2,600 alphabetical entries on virtually every aspect of marketing, also features a time line of key events and over 100 web links, accessed via an up-to-date companion website.

[Dictionary of Marketing and Advertising.](#)

Rosenberg, J. M. (1995). *Dictionary of marketing and advertising*. New York: J. Wiley.
@ Davis Library

Over 5,000 terms are defined, including acronyms, organizations, and awards.

[Dictionary of Marketing Communications.](#)

Govoni, N. A. (2004). *Dictionary of marketing communications*. Thousand Oaks, Calif.: Sage.
@ Park Library Reference--in library use only, Davis Library

Over 4,000 entries, including key terms and concepts covering advertising, sales promotion, public relations, direct marketing, personal selling and e-marketing. Designed for students and professionals

[Dictionary of Marketing: Over 6,000 Terms Clearly Defined.](#)

Ivanovic, A. (2011). *Dictionary of marketing : over 6,000 terms clearly defined* (4th ed.). London: Bloomsbury.
@ Davis Library

Over 6,000 terms. For students and professionals who study and work in marketing as well as other disciplines such as media and advertising. Each entry has a part of speech, a note on grammar and an encyclopaedic commentary

[Dictionary of Marketing Terms.](#) [online]

Toffler, B.-A. (2000). *Dictionary of marketing terms* (3rd ed.). Hauppauge, N.Y.: Barron's Educational Series.
Online via UNC Libraries

For professionals in all areas of marketing (from print to Internet marketing), advertising, business-to-business promotion, e-commerce, and related art and copy production. More than 4,000 words and phrases used in marketing.

[Encyclopedia of Consumer Brands.](#)

Jorgensen, J. (1994). *Encyclopedia of consumer brands*. Detroit: St. James Press.
@ Davis Library

Each volume of the Encyclopedia contains approximately 200 entries, written in case-study style, that highlight interesting details including how a product originated and was first marketed, how it developed commercially and how it fares today

[Encyclopedia of Major Marketing Campaigns.](#)

Riggs, T. (2000). *Encyclopedia of major marketing campaigns*. Detroit: Gale Group.
@ Davis Library, Davis Reference, UL Reference--in library use only, Park Library Reference--in library use only

This encyclopedic history of 500 major marketing and advertising campaigns of the 20th century provides for each campaign the marketing strategy, target audience, and outcomes as well as other information.

[Marketing: The Encyclopedic Dictionary.](#)

Mercer, D. David. (1999). *Marketing : the encyclopedic dictionary*. Oxford, UK ;Malden, Mass: Blackwell Business.
@ Library Service Center--must request

Includes both short definitions and longer articles with references.

[Wiley International Encyclopedia of Marketing.](#)

Malhotra, N. (2011). *Wiley international encyclopedia of marketing*. (J. Sheth, Ed.). Chichester, West Sussex, U.K: Wiley.

Online via UNC Libraries

Over 300 entries in 6-volumes. For scholars and professionals Designed to encompass the scope of modern marketing, the volumes cover: Volume 1: Marketing Strategy Volume 2: Marketing Research Volume 3: Consumer Behavior Volume 4: Advertising and Integrated Communication Volume 5: Product Innovation and Management Volume 6: International Marketing

Directories

[The Advertising Red Books. Advertisers.](#)

LexisNexis (Firm). (2012). *The advertising red books. Advertiser, indexes [serial]*. New Providence, NJ:

LexisNexis.

@ Davis Reference--in library use only (previous editions available for check-out at Park Library and Library Service Center)

Directory of companies that spend at least \$200,000 on national or regional advertising, listed by industry or region

[Advertising Red Books. Agencies](#)

LexisNexis (Firm). (2012). *The advertising red books. Agencies [serial]*. New Providence, NJ: LexisNexis.

@ Park Library Reference--in library use only, Davis Reference--in library use only (previous editions available for check out at Park and Davis)

Directory of advertising agencies, including number of employees and ad revenue.

[Blue Book Directory](#) [[print](#)] [[online](#)]

Marketing Research Association (U.S.). *MRA blue book, research services directory / [serial]*. New York, N.Y.:

Marketing Research Association.

@ Park Library

Provides descriptions of services and facilities owned and operated by data collection companies, research companies and suppliers of related services throughout the United States, Canada and other countries.

[Broadcasting & Cable Yearbook.](#)

@ Park Library Reference--in library use only (previous editions available for check-out at Park Library and Library Service Center)

This is a directory of more than 17,000 radio, television, and cable stations and the industry that serves them. Includes detailed market statistics. Stopped publishing; last volume published in 2009.

[Cabell's Directory of Publishing Opportunities in Marketing.](#) [online]

Cabell, D. W. *Cabell's directory of publishing opportunities in marketing [serial]*. Beaumont, Tex.: Cabell Pub. Co.

Use this directory to find out more about the editorial policies and specific focus of 160 marketing journals.

[GreenBook](#) [print] [online]

Green book [serial]. American Marketing Association. New York Chapter. New York, N.Y.: Marketing Review. @ Park Library

International directory of market research companies & services, focus group companies & services.

[SRDS Business Media Advertising Source](#)

SRDS business media advertising source. (2012). Des Plaines, IL : SRDS. @ Davis Reference

Directory of print, digital, and direct marketing media markets for b-to-b marketing

[SRDS International Media Guide. Newspapers Worldwide 2011](#)

SRDS International media guide. Newspapers worldwide. (2010). Des Plaines, IL : SRDS. @ Park Library

Ad rates and data for over 2,100 newspapers worldwide

Journals & Trade Publications

Advertising Age. [print] [online via UNC Libraries] [online]

@ Davis Library, Park Library

News and features about advertising, updated daily.

Advertising Age: Advertising Century [online]

The top 10 icons of the twentieth century, the top 100 campaigns, the top jingles and more including an advertising timeline.

Advertising Age: Hispanic Fact Pack [print]

@ Park Library

Annual guide to Hispanic advertising & marketing

Adweek [print] [online via UNC Libraries]

@ Davis Library, Park Library

Health Care Business Market Research Handbook [[online](#) via UNC Libraries]

International Journal of Research in Marketing [[print](#)] [[online](#) via UNC Libraries]

@ Davis Library

Journal of the Academy of Marketing Science. [[print](#)] [[online](#) via UNC Libraries]

@ Davis Library

Journal of Advertising. [[print](#)] [[online](#) via UNC Libraries]

@ Park Library, Davis Library

Journal of Advertising Research. [[print](#)] [[online](#) via UNC Libraries]

@ Park Library, Davis Library

Journal of Consumer Marketing. [[online](#) via UNC Libraries]

Journal of Consumer Research [[print](#)] [[online](#) via UNC Libraries]

@ Park Library, Davis Library

Journal of International Marketing [[online](#) via UNC Libraries]

Journal of Marketing [[print](#)] [[online](#) via UNC Libraries]

@ Davis Library, Library Service Center

Journal of Marketing Channels [[online](#) via UNC Libraries]

Journal of Marketing Research. [[print](#)] [[online](#) via UNC Libraries]

@ Davis Library, Library Service Center

Journal of Services Marketing. [[online](#) via UNC Libraries]

Marketing Intelligence & Planning [[online](#) via UNC Libraries]

Marketing News [[online](#) via UNC Libraries]

Marketing Research [[print](#)] [[online](#) via UNC Libraries]

@ Davis Library

Mediaweek [[print](#)] [[online](#) via UNC Libraries]

Absorbed into Adweek in 2011. Links above to back issues.

Multichannel Merchant [[online](#) via UNC Libraries]

Qualitative Market Research [[online](#) via UNC Libraries]

Sales and Marketing Management. [[print](#)] [[online](#) via UNC Libraries]
@ Davis Library

Research & best practice in field. Annual supplement "Survey of Buying Power" has retail sales figures and population data for every U.S. metropolitan area and media market. Other special issues are "Survey of Media Markets" and Manager's Budget Planner."

Travel and Tourism Market Research Handbook [[online](#) via UNC Libraries]

Online & Other Resources

[Ad*Access](#)

Features more than 7,000 advertisements published in U.S. and Canadian newspapers and magazines between 1911 and 1955.

Advertising Media Internet Center

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

Free site (some features require registration) for media & marketing professionals. News, jobs, Ad Impact Index, Market Segment Resource Locator.

Adviews

<http://library.duke.edu/digitalcollections/adviews>

Thousands of television commercials created or collected by the D'Arcy Masius Benton & Bowles (DMB&B) advertising agency, dated 1950s - 1980s.

Arbitron Radio Ratings and Media Research

www.arbitron.com

International media and marketing research firm measuring network and local market radio audiences. No UNC access to proprietary Arbitron data, but some Arbitron radio ratings available at [RADIO ONLINE](#) or stationratings.com.

B2B Online

<http://www.btobonline.com>

Marketing news & strategies for direct, B-to-B, and internet marketers. register online for access to content.

ClickZ: Stats & Tools

<http://www.clickz.com/stats>

Collection of tools, news, and other information about market research

Direct Marketing News

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

News and features about direct marketing. Includes directory of agencies.

[MarketResearch.com](http://www.MarketResearch.com)

Offers market research reports prepared by over 350 market research firms and consultants worldwide. Fees apply.

Nielsen

<http://nielsen.com/us/en.html>

Market research company. No UNC access to proprietary Nielsen info, but "newswire" and "reports" sections of website are freely accessible.

Databases

[Ad Age DataCenter](http://www.AdAgeDataCenter.com)

Profiles of top advertisers, agency and media family tree reports, advertising spending data, industry contacts, ad industry job market data and ranked lists of top media markets and media formats.

[Ad\\$ponder](http://www.AdSpender.com)

Advertising data for millions of brands across 11 media. Reports can be output to both PDF and CSV (for Excel use). Free password required. 1986-present

Demographic & Statistical Information

Books

[American Income: Demographics of Who Has Money.](#)

New Strategist Publications, I. (2011). *American incomes : demographics of who has money*. (8th ed.). Ithaca, New York: New Strategist Publications, Inc.

@ Davis Library

Trends in household income, men's and women's income, poverty levels, wealth, discretionary income through 2010.

[The American Marketplace: Demographics and Spending Patterns.](#) [\[print\]](#) [\[online\]](#) via UNC Libraries]

The American marketplace: demographics and spending patterns. (2011). Ithaca, N.Y.: New Strategist Publication

@ Davis Reference--in library use only, Undergrad Reference--in library use only

Compiled and analyzed government data. Summaries accompanying tables deal with trends, lifestyles, and attitudes of interest to market researchers.

[The Baby Boom : Americans Born 1946 to 1964](#)

Russell, C. (2012). *The Baby boom : Americans born 1946 to 1964*. (7th ed.). Ithaca, N.Y.: New Strategist.

@ Davis Library

Data about attitudes, education, health, housing, income, labor force, living arrangements, population, spending, time use, and wealth of Baby Boomers

[The Comparative Guide to American Suburbs: Covers 2,795 Suburban Communities in the 75 Largest Metro Areas--With Rankings.](#)

Garoogian, D. (2011). *The comparative guide to American suburbs : covers 2,795 suburban communities in the 75 largest metro areas--with rankings* (6th ed., 2011/2012.). Amenia, N.Y.: Grey House Publishing.

@ Davis Library

Profiles of over 2,700 suburbs with populations of 10,000 or more. With data on geography, climate, population characteristics, income levels, economy, housing and education, history, cost-of-living, safety, school districts, newspapers, and information contacts

[County and City Extra: Annual Metro, City, and County Data Book.](#)

Hall, G. E. (2010). *County and city extra [serial] : annual metro, city, and county data book*. Lanham, MD: Bernan Press.

@ Davis Reference, Health Science Library, School of Government Library

Demographic and economic data for every state, county, metropolitan area, congressional district, and for all cities in the United States with a 2000 population of 25,000 or more

Demographics USA: [ZIP Edition 2007](#) & [County Edition 2006](#)

Market Statistics (Firm). *Demographics USA : Zip code edition [serial]*. (Zip code ed.). New York, NY: Market Statistics.
@ Park Library

Market Statistics (Firm). *Demographics USA. County edition [serial]*. New York, NY: Market Statistics.
@ Park Library, Davis Library, Library Service Center

Provides age, sex, and ethnicity demographic data and also covers EBI (Estimated Buying Power), BPI (Buying Power Index) and more for any given geography. County edition includes 160 variables for 3,140 counties. ZIP edition includes over 50 variables for over 40,000 ZIP Codes.

[European Marketing Data and Statistics.](#)

European marketing data and statistics. (2006). London: European Research Consultants
@ Davis Library, Library Service Center

Presents detailed consumer data for each country in Europe. The companion volume for the rest of the world is International Marketing Data and Statistics.

[Gen buY : how tweens, teens, and twenty-somethings are revolutionizing retail.](#)

Yarrow, K. (2009). *Gen buY : how tweens, teens, and twenty-somethings are revolutionizing retail* (1st ed.). San Francisco: Jossey-Bass.
@ Davis Library, Undergrad library

In-depth look at what motivates young people to buy certain products and reject others. Shows marketers how to tap into the buying power of Gen Y.

[Generation X : Americans born 1965 to 1976](#)

New Strategist Publications, I. (2012). *Generation X : Americans born 1965 to 1976* (7th ed.). Ithaca, N.Y.: New Strategist.
@ Davis Library

Data about attitudes, education, health, housing, income, labor force, living arrangements, population, spending, time use, and wealth of Gen X

[Handbook of U.S. Labor Statistics: Employment, Earnings, Prices, Productivity, and Other Labor Data.](#)

Ryan, M. M. (2010). *Handbook of U.S. labor statistics : employment, earnings, prices, productivity, and other labor data* (13th ed., 2010.). Lanham, MD: Bernan Press.
@ Carolina Population Center Reference--in library use only

Data on employment and unemployment, earnings, prices, productivity, consumer expenditures, occupational safety and health, union membership, international labor comparisons, and more.

[Household Spending: Who Spends How Much on What.](#)

Household spending: who spends how much on what. (2011). Ithaca, N.Y.: New Strategist Publications.
@ Park Reference--in library use only, Davis Library--in library use only

Demographics of household spending on hundreds of products and services by age, income, household type, and region of residence

[International Marketing Data and Statistics.](#)

International marketing data and statistics. (2006). London: Euromonitor Publications.
@ Library Service Center, Park Library (1992)

Statistical coverage for all countries around the world outside Europe. Data on business and marketing parameters, including education, consumer expenditure and population trends and forecasts.

[Lifestyle Market Analyst](#)

Equifax, I. *The Lifestyle market analyst.* (2008). Wilmette, IL: Standard Rate & Data Service.
@ Park Library, Davis Library, Library Service Center

Provides market analysis of potential local, regional and national audiences. Data compiled from more than 19 million households. Access to demographic, lifestyle and consumer segment profiles. [See sample pages](#)

[Major U.S. Statistical Series.](#)

Stratford, J. S. (1992). *Major U.S. statistical series : definitions, publications, limitations.* Chicago: American Library Association.
@ Park Library, SILS Library, Davis Reference--in library use only

Provides framework for understanding the statistical data that pours out of the US government, and for locating sources that report regularly on specific topics, such as population, economic indicators, and government finance.

[The Millennials : Americans Born 1977 to 1994.](#)

New Strategist Publications, I. (2012). *Millenials : Americans born 1977 to 1994* (5th ed.). Ithaca: New Strategist.
@ Davis Library

Demographic and socioeconomic profile of the Millennial generation, and includes a special supplement on the children under age 16

[Older Americans : A Changing Market](#)

New Strategist Publications, I. (2012). *Older Americans : a changing market* (7th ed.). Ithaca, N.Y.: New Strategist Publications.
@ Davis Library

Covers attitudes and behaviors, education, health, housing, income, labor force, living arrangements, population, spending, and wealth. Also includes contact information by subject and a glossary of terms

[Places, Towns, and Townships.](#)

Hall, G. E. *Places, towns, and townships*. (2007). Lanham, MD: Bernan Press.

@ School of Government Library, Health Sciences Library, Library Service Center

Population, housing, income, education, employment, crime and other data for all US incorporated places

[Sourcebook of County Demographics.](#)

The Sourcebook of county demographics [serial]. (2003). [Fairfax, VA]: CACI Marketing Systems.

@ Davis Library

Detailed information about every ZIP Code and county in the U.S. includes spending potential indices for 20 product and service categories; summary data for all MSAs, DMAs and state maps for every U.S. county; more than 80 demographic variables for every U.S. county.

[State and Metropolitan Area Data Book.](#)

United States. Bureau of the Census. (2010). *State and metropolitan area data book : 2010 : a statistical abstract supplement* (7th ed.). Washington, D.C.: Bureau of the Census.

@ Carolina Population Center Library Reference--in library use only

Provides statistical information on the social and economic structure of the states, metropolitan areas, and micropolitan areas in the United States.

[State Profiles: The Population and Economy of Each U.S. State.](#)

Ryan, M. M. (2010). *State profiles : the population and economy of each U.S. state* (4th ed.). Lanham, MD.: Bernan Press.

@ Carolina Population Center Library Reference--in library use only

Data on population and labor force, income and poverty, government finances, economic structure, crime, education, health insurance coverage, voting, marital status, agriculture, and more

[The Who, What, and Where of America : Understanding the American Community Survey.](#)

Gaquin, D. (2010). *The who, what, and where of America : understanding the American Community Survey*.

Lanham, MD: Bernan Press.

@ Davis Reference--in library use only

Demographic, social, economic, housing and financial information for midsize communities, as well as larger areas.

[World Development Indicators.](#)

Moye Wicks Freymann Memorial Fund. (2011). *World development indicators [serial]*. Washington, D.C.: The World Bank.

@ Carolina Population Center Library Reference--in library use only, Health Sciences Library Reference--in library use only

'World Development Indicators' is the World Bank's premier annual compilation of data about development.

Online & Other Resources

Ad Age: [American Demographics](#)

A leading magazine featuring articles about current trends.

[Infoshare Online](#)

Subscriptions are free for Individuals. Population statistics, immigration trends, socio-economic indicators, birth and death data, hospitalizations, local trade data, and much more.

[PollingReport.com: Public Opinion Online](#)

An “independent, nonpartisan resource on trends in American public opinion,” this site is updated regularly when new polls are released. Poll are divided into three categories: politics and policy, business/economy, and the American scene. Fees apply.

[Simply Map](#) (via UNC Libraries)

Quickly and easily create professional-quality thematic maps and reports. Includes extensive demographic, business and marketing data.

[Trendwatcher](#)

An independent and opinionated trend firm, scanning the globe for the most promising consumer trends, insights and related hands-on business ideas. Fees apply.

Databases

[American Factfinder](#)

Population, housing, economic and geographic data from the 2010, 2000, and 1990 Census reports. Data elements include: aging, disability, education, gender, income and employment, origins and

languages, poverty, race and ethnicity, relationships, transportation and veterans. Search by many geographic levels such as state, county, city, zip, and neighborhood "block."

[Business Source Complete](#)

Market research reports, industry reports, company profiles, SWOT analyses and more.

[Passport GMID](#)

Over 1 million demographic, economic and marketing statistics for 205 countries. The historic and forecast data enable you analyze trends from 1977-2016. Search entire database or browse by industry or country.

[Mediamark Reporter](#) (MRI)

Provides information on demographics, product and brand usage, and advertising media preferences based on survey responses from a sample of over 25,000 consumers in the United States. [Great tips](#) from Pace University on using Mediamark Reporter. (Doesn't work with Safari browser) Must [register for free account](#) with your unc.edu email address. 2002-present.

[Mintel Oxygen](#)

International market research reports. Sectors covered include consumer goods, travel and tourism, financial industry, and more. Reports discuss market drivers, market size and trends, market segmentation, supply structure, advertising and promotion, retail distribution, consumer characteristics, and market forecasts. Must register for free account with your unc.edu email address.

[Mintel Reports](#)

Market research reports for Europe, the UK, and the US. Consumer goods, travel and tourism, financial industry, retail, and food & drink. Reports discuss market size and trends, market segmentation, advertising and promotion, retail distribution, consumer characteristics, and market forecasts. Must **register for free account**. 2001-present.

[SRDS DMA Profiles & Maps](#)

2011 data including demographic profile, sales ranking of retail purchases for 210 U.S. markets

[Statista](#)

Data on on topics such as pet ownership, music sales, poverty, social media use, and much more.

[Statistical Abstract of the United States](#)

Provides broad advertising and media spending data for the past 20 years. See also the [print version](#) in the Park and other libraries. Older editions have older data for historical comparison. Call number HA 202.S72 in Reference area.

Government Information

[Consumer Expenditure Survey](#)

Info on buying habits of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics.

[Data.gov](#)

Find & download datasets generated by the Federal Government. Provides descriptions of the Federal datasets (metadata), info about how to access the datasets, and tools that leverage government datasets.

[Economic Briefing Room](#)

Current federal statistics on the economy from a variety of agencies covering such topics as employment, income, output, prices, production, money, and transportation.

[Monthly Labor Review](#)

Tables of current labor statistics. Online version includes links to related labor programs and articles. Archive covers all articles published since 1989. **Copies of [print version \(1906-present\)](#) available at UNC libraries.**

[Statistical Abstract of the United States](#)

Statistics on the social, political, and economic organization of the United States. Available as pdf and download as .xls. **Also available [in print](#).**

[U.S. Bureau of Labor Statistics](#)

This site includes a wide variety of data, including work stoppage data, consumer and producer price indexes, employee benefits survey, occupational safety and health data, the National Compensation Survey (NCS), and the Consumer Expenditure Survey.

U.S. Bureau of the Census

Social, economic, and demographic data. National, state, and county-level data. Best to navigate using bar at top of page: "People, Business, Geography"

Business & Industry

Books

[Basic Business Library: Core Resources and Services.](#)

Forte, E. J. (2012). *The basic business library: core resources and services*. (5th ed. / Eric Forte and Michael R. Oppenheim, editors.). Santa Barbara, Calif.: Libraries Unlimited.
@ SILS Library

Includes sources for market research, investment, economics, management and marketing, and guide to doing business research

Business Plans Handbook: A Compilation of Actual Business Plans Developed by Small Businesses Throughout North America. [[print](#)] [2012 [online](#) via UNC Libraries]
Gale Research Inc. (2012). *Business plans handbook [serial] : a compilation of actual business plans developed by small businesses throughout North America*. Detroit, MI: Gale Research, Inc.

Collection of actual business plans compiled by entrepreneurs seeking funding for small businesses throughout North America.

[Business Ratios and Formulas : A Comprehensive Guide](#)

Bragg, S. M. (2012). *Business ratios and formulas : a comprehensive guide* (3rd ed.). Hoboken, N.J.: Wiley.
@ Davis Library

A complete appraisal of analytical tools available to managers to assess performance. Nearly 250 operational criteria

[Business Statistics of the United States.](#)

Business statistics of the United States. (2011). Lanham, MD: Bernan Press.
@ Davis Library

2,000 economic time series, mostly from federal government sources. The period covered is 1970 to 1999 for annual data, 1991 to 1999 for quarterly data and 1996 to 1999 for monthly data.

Gale e-Commerce Sourcebook. [[online](#) via UNC Libraries]
Burton, V. L. (Ed.). (2012). *Gale e-commerce sourcebook*. Detroit: Gale.

Includes sample business plans, advertising trend data, and directory listings of companies, services and government agencies related to e-commerce.

Internet Retail Operations: Integrating Theory and Practice for Managers.

Laseter, T. M. (2012). *Internet retail operations : integrating theory and practice for managers*. Boca Raton, FL: CRC Press.

@ Davis Library

Covers evolution of information technology's role in retail supply chain networks, its impact on supply chain networks, and how this has changed service operations. It includes tables, vignettes, and graphs.

Localization Strategies for Global e-Business.

Singh, N. (2012). *Localization strategies for global e-business*. Cambridge ;New York: Cambridge University Press.

@ Davis Library

Non-technical guide to leveraging website localization strategies for global e-commerce success. Also features step-by-step guidelines to developing, managing and optimizing international-multilingual websites and insights into cutting-edge web localization strategies.

Market Share Reporter, An Annual Compilation of Reported Market Share: Data on Companies, Products, and Services. [[print](#)] [[online](#) via UNC Libraries]

Gale Research Inc. *Market share reporter [serial]*. Detroit, MI: Gale Research.

@ Davis Reference--in library use only, previous editions @ Park Library, Davis Library

Market share data on hundreds of industries, businesses, and products..

[The Portable MBA](#)

Eades, K. M. (2010). *The portable MBA* (5th ed.). Hoboken, N.J.: John Wiley & Sons.

@ Davis Library

Covers all the core topics you'd learn in business school, including finance, accounting, marketing, economics, ethics, operations management, management and leadership, and strategy.

U.S. Industry& Trade Outlook. [[print](#)] [[online](#)]

DRI/McGraw-Hill. *U.S. industry & trade outlook [serial]*. New York: DRI/McGraw-Hill.

@ Davis Reference--in library use only, Park Library, Library Service Center

Industry-by-industry overview of the U.S. economy. Detailed examinations of more than 220 industries in 51 sectors.

Dictionaries & Encyclopedias

[The American Heritage Dictionary of Business Terms.](#)

Scott, D. L. (2009). *The American Heritage dictionary of business terms*. Boston: Houghton Mifflin Harcourt.

@ Undergrad Reference--in library use only, Davis Library

6,000 terms from all aspects of business in clear, understandable language. Covers investing, finance, marketing, law, real estate, management, economics, accounting, insurance, and international business.

[Blackwell Encyclopedia of Management.](#)

Argyris, C. (2005). *The Blackwell encyclopedia of management* (2nd ed.). Malden, MA: Blackwell Pub.

@ Davis Reference--in library use only, Davis Library

Each of the eleven volumes is also issued as a separate “encycopedic dictionary” covering such topics as accounting, business ethics, and strategic management.

[A Dictionary of Business and Management.](#) [[print](#)] [[online](#)] via UNC Libraries

A dictionary of business and management. (2009). Oxford ;New York : Oxford University Press.

@ Davis Library

7,000 entries covering all areas of business and management, including marketing, organizational behavior, business strategy, and taxation. Includes recent vocabulary associated with structured finance and the subprime lending crisis.

[Dictionary of Finance and Investment Terms.](#)

Downes, J. (2010). *Dictionary of finance and investment terms* (8th ed.). Hauppauge, NY: Barron's Educational Series.

@ Davis Library

5,000 terms related to stocks, bonds, mutual funds, banking, tax laws, and transactions in the various financial markets. Info on terms related to new financial regulations and recent dramatic swings in equities, credit, and other financial resources.

[Encyclopedia of Business Information Sources.](#)

Encyclopedia of business information sources [serial]. (2012). Detroit, Mich.: Gale Research Co.

@ Davis Library

List of business info resources including for directories, encyclopedias, dictionaries, financial ratios, handbooks, databases, periodicals, newsletters, price sources, research centers, statistical sources, trade associations, professional societies, and others.

Encyclopedia of Management. [[print](#)] [[online](#) via UNC Libraries]

Helms, M. M. (2006). *Encyclopedia of management* (5th ed.). Detroit: Thomson/Gale.

@ Davis Library

This standard reference work covers nearly 350 topics in management theories and applications.

Gale E-Commerce Sourcebook. [[online](#) via UNC Libraries]

Baker, D. J. (2012). *Gale e-commerce sourcebook*. Detroit: Gale.

A companion to the Gale Encyclopedia of E-Commerce, this publication focuses on how- to information and includes sample business plans. A directory of the top e-businesses is included.

Gale Encyclopedia of E-Commerce. [[print](#)] [[online](#) via UNC Libraries]

Malonis, J. A. (2002). *Gale encyclopedia of e-commerce*. Detroit: Gale Group, Thomson Learning.

@ Davis Library

Provides 470 essays on topics, companies, people, legislation and other information related to the development of e-commerce, including a chronology and timeline. Each essay concludes with references, including many URLs.

[The Palgrave Macmillan Dictionary of Finance, Investment and Banking.](#)

Banks, E. (2010). *The Palgrave Macmillan dictionary of finance, investment and banking*.

;New York: Palgrave Macmillan.

@ Davis Library

Over 5,000 terms commonly used in the industry, covering the disciplines of accounting, banking, corporate finance, investment management and insurance.

Directories

[Brands and Their Companies.](#)

Brands and their companies [serial]. . (2003). Detroit, MI: Gale Research.

@ Park Library, Library Service Center

Covers over 420,000 brands and the companies that own them. See also Companies and Their Brands.

[Companies and Their Brands.](#)

Companies and their brands [serial]. . (2003). Detroit, MI: Gale Research.
@ Library Service Center

A companion volume to Brands and Their Companies, this set is arranged by company name and lists the brand names, trademarks, and trade names owned by the company listed.

Journals & Trade Publications

Journal of Personal Selling and Sales Management. [[print](#)] [[online](#) via UNC Libraries]
@ Davis Library

Journal of Retailing. [[print](#)] [[online](#) via UNC Libraries]
@ Davis Library

Online & Other Resources

Bloomberg.com

Up-to-the-minute news and data about money and markets from Bloomberg. See Bloomberg terminal @ Park Library

Sports Business Research Network
<http://www.sbrnet.com/>

Market research for sports business. Some info freely available, most requires paid subscription, or sign up for 1 month free trial.

Databases

[Business Source Complete](#)

Industry reports, company profiles, market research reports, SWOT analyses and more. Articles about thousands of companies.

[Factiva](#)

This database, offered by Dow Jones and Reuters, provides up-to-the-minute national and international general and business news, international newswires, television and radio transcripts, and business periodicals.

[IBISWorld](#)

Industry reports, covering over 700 U.S. industries. Reports include key statistics, market characteristics, segmentation, industry conditions, key factors, key competitors and outlook. Updated regularly.

[Passport GMID](#)

Industry data - multi-country relational database of market and category sizes, market shares, distribution patterns, sales forecasts and other measurements relevant to each sector. You will be asked to login. On-campus access is limited to current students, faculty, and staff or AHEC users affiliated with UNC-CH with an AHEC Digital Library account.

[TableBase](#)

Provides tabular information on companies, industries, products, countries, and market shares. Includes data on advertising expenditures.

Government Information

[Business USA](#)

One-step access to federal government information, services, and programs for businesses. Coordinates information from over 60 different government agencies.

[Economic Report of the President](#)

Annual Presidential report to Congress on the state of the economy. Reports and supporting economic data provided here for each year, 1995-2013.

[EDGAR Database of Corporate Information](#)

Corporate reports submitted to the Securities and Exchange Commission from 1993 to the present.

[GPO Access](#)

Official versions of U.S. government publications including the Federal Register and the Code of Federal Regulations, Public Laws and the U.S. Code, Commerce Business Daily, the Congressional Record, and more. Links to the full text of U.S. documents.

[North American Industry Classification System \(NAICS\)](#)

Find industry NAICS codes, descriptions of industry sub-divisions.

[North American Product Classification System \(NAPCS\)](#)

Find product names and descriptions, organized by industry.

[Standard Industrial Classification \(SIC\) Manual](#)

Find SEC codes by number or industry keyword(used until 1997 and still used in some data sets. Replaced by NAICS codes).

[Thomas: Legislative Information on the Internet](#)

Bills, laws, & debates of Congress. Info about the House and Senate calendars, committees, members, "Bills in the News," and other Congressional/legislative content.

[U.S. Department of Commerce](#)

Current business news and statistics, including economic indicators, and many publications full-text.

[U.S. Department of Labor](#)

News, laws, policies, resources related to US workforce.

[U.S. International Trade Commission](#)

Independent, non-partisan, quasi-judicial federal agency that gathers and analyzes trade data and advises both the legislative and executive branches of government. Find investigation reports, economic & industrial analysis.

[U.S. Small Business Administration](#)

Provides a wide variety of information and assistance for small business owners. There is a section of this site devoted especially to entrepreneurs who are starting a business.

[U.S. Trade Representative](#)

Find trade agreements and reports, organized by region or topic.

Conducting Qualitative Research

Books

[Advanced Focus Group Research](#) [[Print](#)] [[Online](#) via UNC Libraries]

Fern, E. F. (2001). *Advanced focus group research*. Thousand Oaks, Calif.: Sage.

@ Davis Library, SILS Library

For researchers and students with a knowledge of focus group research. Includes examples of what researchers should and should not do, examines the limits of focus groups, and suggests how to use focus groups for nontraditional research tasks.

[Designing and Conducting Survey Research: A Comprehensive Guide.](#)

Rea, L. M. (2005). *Designing and conducting survey research : a comprehensive guide* (3rd ed.). San Francisco: Jossey-Bass.

@ Davis Library

Reference for public and nonprofit managers. Explains major components of survey research, including construction of the instrument, administration of the process, and analysis and reporting of results.

[Focus Group Methodology : Principles and Practices.](#)

Liamputtong, P. (2011). *Focus group methodology : principles and practices*. Los Angeles: Sage.

@ Davis Library

Goes through entire process of designing a focus group study, from conducting interviews and analyzing data to presenting the findings. Appropriate for undergraduate and postgraduate students who are undertaking research. Includes case studies and examples.

[Focus Group Research Handbook.](#) [[online](#) via UNC Libraries]

Edmunds, Holly. (1999). *Focus group research handbook*. American Marketing Association. Online.

Comprehensive guide to contracting with a market research vendor to create a customized focus group study for your business or organization. Explains and simplifies the methodology of focus group studies, and comprehensively outlines the steps you'll need to follow to implement and then analyze focus group research.

[Focus Groups: A Practical Guide for Applied Research.](#)

Krueger, R. A. (2009). *Focus groups : a practical guide for applied research* (4th ed.). Los Angeles: SAGE.

@ Davis Library

Overview of sound focus group practices. Most helpful for conducting focus groups for research or evaluation with public, non-profit, educational, health, human service, and religious organizations.

Focus Groups: Theory and Practice. [[print](#)] [[online](#) via UNC Libraries]

Stewart, D. W. (2007). *Focus groups : theory and practice* (2nd ed.). Thousand Oaks: SAGE Publications.

@ Davis Library

Discusses design, conduct, and interpretation of focus groups within the context of social science research and theory. Includes discussions on designing the interview guide, the importance and influence of group composition, the art of conducting the focus group, and the characteristics of effective moderators.

[Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research.](#)

Bearden, W. O. (2011). *Handbook of marketing scales : multi-item measures for marketing and consumer behavior research* (3rd ed.). Thousand Oaks, Calif.: SAGE.

@ Davis Library

Includes 150+ multi-item, self-report measures developed and/or frequently used in consumer behavior and marketing research.

[Mirrored Window: Focus Groups from a Moderator's Point of View.](#)

Langer, J. (2001). *The mirrored window : focus groups from a moderator's point of view*. Ithaca, N.Y.: PMP.

@ Davis Library, SILS Library

Discusses the process and timing for selecting a focus group facility, scheduling focus groups, screening focus group respondents, re-screening respondents, conducting focus group sessions, and reviewing focus group results.

[Observational Research Handbook: Understanding How Consumers Live with Your Product.](#)

Abrams, B. (2000). *The observational research handbook : understanding how consumers live with your product*. Lincolnwood, Il.: NTC Business Books.

@ Davis Library

Explores qualitative research technique of ethnography or "descriptive anthropology," the observation and analysis of how consumers respond to a product within their own environments based upon their cultural values and relationships.

[Questionnaire Research: A Practical Guide.](#)

Patten, M. L. (2011). *Questionnaire research : a practical guide* (3rd ed.). Glendale, CA: Pyrczak Pub.
@ Health Sciences Library

Covers planning the research, writing items to collect different types of information, selecting samples, preparing statistical tables, and other information essential to successful questionnaires.

[Refocusing Focus Groups: A Practical Guide.](#)

Morais, R. J. (2010). *Refocusing focus groups : a practical guide*. Ithaca, NY: Paramount Market Publishing.
@ SILS Library

Best practices for planning, designing, conducting, and interpreting focus groups. For marketing, marketing research, and advertising professionals, students, and to anyone interested in consumer research.

The Sage Handbook of Interview Research: the Complexity of the Craft. [[print](#)] [[online](#) via UNC Libraries]

Gubrium, J. F. (2012). *The Sage handbook of interview research : the complexity of the craft* (2nd ed.). Thousand Oaks, Calif.: Sage.
@ Davis Library

Includes history and conceptual transformations of the interview and main components of interview practice

[The Sage Qualitative Research Kit.](#)

Angrosino, M. V. (2007). *The Sage qualitative research kit*. London: SAGE.
@ Davis Library, SILS Library

Set of eight books, each on a different aspect of qualitative research, including interviews, ethnography, focus groups, and more. For students and researchers for use in planning and carrying out research in a variety of academic and professional environments.

Professional Organizations

Advertising Research Foundation

<http://thearf.org/>

American Advertising Federation

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

American Association for Public Opinion Research

<http://www.aapor.org/>

American Association of Advertising Agencies

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

Includes an ad agency search by agency name, geography, keyword, client or brand, industry or other factors. .

American Marketing Association

<http://marketingpower.com>

The leading marketing association in America.

Direct Marketing Association

<http://www.thedma.org/>

International Newspaper Marketing Association (INMA)

<http://www.inma.org/>

Marketing Research Association

<http://www.mranet.org/>

A professional organization focused on professional development and training.

Outdoor Advertising Association of America

<http://www.oaaa.org/>

Public Relations Society of America

<http://www.prsa.org/>

Portals & Resource Guides

Boston University Libraries Marketing & Advertising Research Guide

<http://www.bu.edu/library/guide/marketing1/>

Useful print and online information for marketing and advertising research. Use to find titles and names of resources, then look them for @ UNC--direct links on the site will require BU log-in info.

Boston University: Pardee Library Management Library

<http://www.bu.edu/library/management/research/desk/>

A list of resources about industry, investing, marketing, advertising, companies, statistics. Use to find titles and names of resources, then look them for @ UNC--direct links on the site will require BU log-in info.

BRASS Selected Core Resources: Company & Industry Research

<http://brass.libguides.com/content.php?pid=107091&sid=805223>

Guide to sources that answer the most common Company & Industry Research questions in college libraries. Some resources might not be available at UNC.

British Library Business & IP

Centre <http://www.bl.uk/bipc/dbandpubs/busres/index.html>

Resources and info about business and industry, with a British focus. Some resources might not be available @ UNC.

CEO Express

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

A comprehensive information site for CEO's that is especially useful for news of all kinds (general, business, financial, etc.) and for access to industry portals.

Competitive Intelligence Resource Center

<http://www.fuld.com/resource-center/>

Fuld & Company's tools and resources designed to help gather information from a variety of services and sources, in support of competitive intelligence efforts.

E-Commerce Guide.com

www.ecommerce-guide.com/

This site, designed for practitioners in e-commerce, features news, statistics, research, conferences and workshops, and a glossary of e-commerce terms.

Global Edge

<http://globaledge.msu.edu/reference-desk/>

Michigan State University Center for International Business Education and Research site with links to news/periodicals, regional and country-specific information, statistical data and information sources, government resources, national trade information and leads, directories, and more.

International Institute for Qualitative Methods

<http://www.iiqm.ualberta.ca/>

Interdisciplinary institute @ University of Alberta. Facilitates the development of qualitative research methods across a wide variety of academic disciplines. Offers a training and networking opportunities through annual conferences, courses, and workshops.

Internet Public Library Business Associations

<http://www.ipl.org/IPLBrowse/GetSubject?vid=13&cid=7&tid=6607&parent=0>

Lists of professional & trade associations, labor unions, organized by field

KnowThis.com...Marketing Virtual Library

<http://knowthis.com>

Free resource and reference site for those involved in marketing, market research, advertising, selling, promotion, and other marketing- related areas.

Recommended Resources Not Available @ UNC

Advertising Age additional supplementary fact packs:

- Interactive Marketing & Media Fact Pack
- Search Marketing Fact Pack
- Digital Marketing & Media Fact Pack
- Advertising Age's Agency Preview Guide: Advertising Supplement
- Advertising Age Fact Pack

[Business Rankings Annual](#)

Only available from 1993-2005 @ UNC. 2012 edition available ILUO @ Duke reference; previous editions available through ILL

Plunkett's Industry Almanacs

Many 2011 editions available online only @ NCSU, prior editions available through ILL

- [Plunkett's advertising & branding industry almanac 2011 \[electronic resource\] : the only comprehensive guide to advertising companies and trends](#)
- [Plunkett's apparel & textiles industry almanac 2011 \[electronic resource\] : the only comprehensive guide to apparel companies and trends.](#)
- [Plunkett's almanac of middle market companies. 2011 \[electronic resource\].](#)
- [Plunkett's entertainment & media industry almanac, 2010 : the only comprehensive guide to the entertainment & media industry](#)
- [Plunkett's food industry almanac 2010 : the only comprehensive guide to food companies and trends](#)
- [Plunkett's E-Commerce & Internet Business Almanac 2012](#) (unavailable locally)

[World Consumer Income and Expenditure Patterns](#)

Only 2001 edition available @ UNC; not otherwise available locally

[The Advertising Red Books. International Advertisers & Agencies](#)

Recent editions available @ Duke reference, ILUO

[Sourcebook of ZIP code demographics](#)

2009 edition @ Duke reference, ILUO and available through ILL from State and Central

[Direct Marketing Market Place](#)

Directory of direct marketers

[Statistical Fact Book](#)

1998 edition most recent @ UNC. 2012 Available @ Duke reference, ILUO

Databases:

- [Datamonitor 360](#)
- [Faulkner Information Services](#)
- [SRDS](#) (formerly SRDS Media Solutions)
- [Business and Company Resource center](#)
- [RDS Business Suite](#)

Market Research Companies/Data:

- [comScore](#)
- [Centris](#)
- [DMEF Academic](#)
- [Forrester Research](#)
- [Gartner](#)
- [eMarketer](#)
- [Yankelovich](#)