

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.

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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.

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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.

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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.

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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.

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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 .

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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.
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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.
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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.
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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.
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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.

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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]

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

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

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

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

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

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

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

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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]

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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]

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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