

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](#)