



## **Springs Business Library –Marketing Information Sources** **LibGuide <http://guides.library.sc.edu/mktg>**

### **Advertising Information**

Ad \$ Summary. (2008 is most recent available edition)

(HF 5801 .A182 – Located in Business Reference)

Advertising Age Encyclopedia of Advertising

(HF 5803 . A38 2003-Located in Business Reference)

Advertising Age [www.adage.com/datacenter/](http://www.adage.com/datacenter/) (Statistics and rankings. Some free content)

Advertising Age “100 Leading National Advertisers Issue” (Published annually in June)

Advertising Age “Annual 2009 Statistics Issue” (Published annually in December)

Advertising Growth Trends

(HF 5813 .U6 A645 – Located in Business Reference)

Encyclopedia of Major Marketing Campaigns Volumes 1-2

(HF5837.E53 – Located in Business Reference)

FactPack- Digital Marketing and Media (Supplements to Advertising Age, Series of varying titles)

(HF 5801 .F2762 \_ Located in Business Reference, other call numbers vary)

Major Marketing Campaigns

(HF 5837 .M34 – Located in Business Reference)

SRDS-- Standard Rate and Data Service (Both print and electronic editions)

(HF 5905 .S725 – Cooper Library Reference & [www.srds.com](http://www.srds.com) See TDNet for User ID and Password)

### **Demographics**

(See also the LibGuide-- How to Find Marketing Research <http://guides.library.sc.edu/marketstats>)

Demographics USA County Edition

(HF 5415.1 .D46 – Located in Business Reference)

Demographics USA Zip Edition

(HF 5415.3 .D463 – Located in Business Reference)

Life Style Market Analyst

(HF 5415.33 .U6 L54 – Located in Business Reference)

Rand McNally Commercial Atlas and Marketing Guide

(G 1019 .R22 – Located in Business Reference)

Sourcebook of Zip Code Demographics, 2009 edition

(HA 203 .S66—Located in Business Reference)

U.S. Census Bureau website ([www.census.gov](http://www.census.gov))

### **Market Data-U.S.**

Americans at Play (GV 191.4 .W45 – Located in Business Reference)

American Incomes: Demographics of Who has Money (HC 110 .I5 A447 2005– Located in Business Reference)

American Marketplace (HA 203 A635 – Located in Business Reference)

Consumer Americas (Combines Consumer USA and Consumer Latin America)

Consumer USA (HC 101 .C744 – Located in Business Reference)

Best Customers: Demographics of Consumer Demand (As E-Book & as print HC 79 .C6 R87- Bus Reference)

Dollars and Cents of Shopping Centers (HF 5430 U7 2004– Located in Business Reference)

Household Spending: Who Spends How Much on What (As E-book & HC 110 .C6 A666 – Located in Bus Reference)

## **Market Data –U.S. (Continued)**

Market Share Reporter	(HF 1040 .M37 - Located in Business Reference)
Retail Business Market Research Handbook	(HF 5429.3 .R48 2003 – Located in Business Reference)
US Hispanic Market Report 2004	(HC 110 C63 Y55 2004– Located in Business Stacks)
US Market Trends and Forecasts	(HF 5415.1.U7- Located in Business Reference)
Who’s Buying Alcoholic and Nonalcoholic Beverages	(HD 9354 .W46 2005 – Located in Business Reference)
Who’s Buying Groceries	(HD9321.4.W46 2005 – Located in Business Reference)
Who’s Buying at Restaurants and Carryout	(TX 945 .W44 2005 – Located in Business Reference)
Who’s Buying for Travel	(G 151 .W54 2005 – Located in Business Reference)
Who’s Buying Information Products and Services	(T 58.5 .W54 2005– Located in Business Reference)

## **Market Data-International**

Consumer Asia	(HC 411 .C66 - Located in Business Reference)
Consumer China	(HC 430 c65 – Located in Business Reference)
Consumer Europe	(HC 7022 C68 – Located in Business Reference)
Consumer Eastern Europe	(HC 244 Z9 C615 – Located in Business Reference)
Consumer International	(HC 79 C6 C666 – Located in Business Reference)
Consumer Latin America	(HC 130 C6 C67 – Located in Business Reference)
Consumer Middle East	(HC 415.15 .Z9 C615 – Located in Business Reference)
European Marketing Data & Statistics	(HA 1107 .E87 - Located In Business Reference)
International Marketing Data and Statistics	(HA 42 .I56 Located in Business Reference)
International Marketing Forecasts	(HF5410.I58 – Located in Business Reference)
Latin American Marketing Data and Statistics	(HF 5415.12 L3 L38 -Located in Business Reference)
Who Buys What	(HF 5415.32 .W56 – Located in Business Reference)
World Income Distribution	( HC 79 I5 W673 -Located in Business Reference)
World Consumer Lifestyles Databook	(HF 5415.3 W67 – Located in Business Reference)
World Consumer Spending	(HC 79 C6 W67 – Located in Business Reference)
World Retail Data and Statistics	(HF 5429 W675 – Located in Business Reference)

## **Electronic Databases**

Advertising Red Books	
Business and Company Resource Center	(Workstations #11-#30)
Business Source Premier	(Workstations #11-#30)
Gale Virtual Reference Library - (Includes Best Customers and Household Spending)	(Workstations #11-#30)
General Business File ASAP	(Workstations #11-#30)
Lexis-Nexis Academic Universe	(Workstations #11-#30)
Mediamark Internet Reporter (MRI+)	(Workstations #11-30)
Mintel Reports	(Workstations #11-#30)
Passport GMID - (Global Marketing Information Database)	(Workstations #11-#30)
Small Business Resource Center	(Workstations #11-30)

