



<http://web.keystone.edu/library>

This overview will help you access Marketing information on the web and in the Miller Library. This guide will lead you to some core Reference materials, books, and internet resources available through the Library's holdings, services and databases. As always, carefully evaluate all sources before you choose to integrate them into your papers, assignments and presentations.

Reference Titles

Marketing Manager's Handbook (1994)—REF 658.8 M345
Generation X: Americans Born 1965-1976 (2001)—REF 305.242 M682g 2001
The Millennials: Americans Born 1977-1994 (2001)—REF 305.235 M642 2001
The Baby Boom: Americans Born 1946-1964 (2001)—REF 305.2 R961b 2001
Americans 55 and Over: A Changing Market (2001)—REF 305.26 A512 2001
America's Fastest Growing Jobs (2001)—REF 331.70 A512 2001
The Handbook of Fixed Income Securities (2001)—REF 332.63 H236 2001
Business: The Ultimate Resource (2002)—REF 658 B979
Handbook of Public Relations (2004)—REF 659.2 H438
The Unseen Power: The History of Public Relations (1994)—REF 659.2 C989u

Library of Congress Subject Headings

These subject headings may be used when searching for books and other materials related to Human Resources. They are most useful for searching online catalogs, but they can also be used in searching indexes and abstracts as well as the Internet.

Marketing	E-Commerce	Other Related Terms:
Advertising	Demographics	Consumers
Sales	Public Relations	Consumer Perception
Marketing Research	Business Forecasting	Customer Satisfaction
Internet Marketing	Branding/Brand Trust	Customer Relations

Some Call Numbers Related to Business

Sometimes, it is difficult to find relevant information through the online catalog. You may prefer to browse the shelves that contain materials related to your topic. The Miller Library uses the Dewey Decimal Classification System, so these are the areas in the collection you might like to browse.

174.4	Business Ethics	659.1	Advertising
338.7	Business Economics	658.834	Consumer Behavior
380	Marketing	659.2	Public Relations
658	Management	380.1	Sales

Indexes & Abstracts (Databases)

Research about marketing issues can be found in the literature of business, psychology, communication, graphic design demography, economics and sociology. To find related information, look in the indexes listed below under specific Marketing topics, events, issues or subjects like Consumer Behavior, Brand Loyalty, Business Planning, Advertising Campaigns, or specific companies, products, associations & agencies (such as Target and). All of the databases listed below can be accessed through the Library's home page. (The **Wall Street Journal** can be accessed via Proquest's PA Research I Online)

ArticleFirst  [On Campus](#) [Off Campus](#)

ArticleFirst describes items listed on the table of contents page of individual issues of more than 13,000 journals.

EBSCOhost  [On Campus](#) [Off Campus](#)

Search multiple Ebsco databases at once.

Expanded Academic ASAP  [On Campus](#) [Off Campus](#)

General interest and scholarly resources across a variety of disciplines.

LexisNexis Academic  [On Campus](#) [Off Campus](#)

News, current events, business, medicine and law with access to news transcripts.

Proquest's PA Research I  [On Campus](#) [Off Campus](#)

Abstract and full-text database of general interest and scholarly resources. (The Wall Street Journal can be accessed via Proquest.)

PsychArticles  [On Campus](#) [Off Campus](#)

Offers full-text, peer-reviewed scholarly and scientific articles in psychology.

WorldCat contains more than 43 million items owned by libraries around the world. Materials covered in the catalog include: books, internet resources, films, journals, magazines, manuscripts, maps, musical scores, newspapers, slides, sound recordings, and videotapes. WorldCat does not include individual article titles or stories in journals, magazines, newspapers, or book chapters.

Other databases like [Business Source Premier](#) are also available to you through your local public library website.

Relevant Journals—in the Miller Library

If you are searching for a particular journal, you may want to use the [Locate E-Journals](#) on the Miller Library's [main webpage](#) to determine which database offers full-text access to your chosen title, or you may elect to check the title lists of each database. The following are important journals which deal with **Marketing** and related issues. The list provided here is not comprehensive:

ADVERTISING AGE

PAPER: CURRENT 3 YEARS

Full-Text in	Lexis Nexis 1986-
Indexed in	Expanded Academic ASAP 1985-

BARRON'S

PAPER: CURRENT 6 MONTHS

Full-Text in	Proquest 1942-1987
Indexed in	Proquest 1942-1987

BUSINESS COMMUNICATION QUARTERLY

PAPER: MAR. 2004 TO CURRENT

Full-Text in	Expanded Academic 1995-
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BUSINESS WEEK

PAPER: JAN 1975 TO CURRENT

Full-Text in	LexisNexis 1975-
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COMMUNICATION ARTS

PAPER: JAN 1996 TO CURRENT

Indexed in	Expanded Academic 1991-/ Proquest 1992-
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FORBES

PAPER: JAN 1998 TO CURRENT

Full-Text in	Expanded Academic 1987-
Indexed in	Proquest 1971-

FORTUNE

PAPER: JAN 1990 TO CURRENT

Full-Text in	Expanded Academic 1983-
Indexed in	Proquest 1971-

MANAGEMENT REVIEW

PAPER: JUNE 1997 TO DEC 1999

Full-Text in	Proquest 1987-2000
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WALL STREET JOURNAL

PAPER: CURRENT 6 MONTHS

Full-Text in	Proquest 1984-
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B2B Marketing Magazine

Full-Text in	LexisNexis Academic from 2006 to present
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In-store marketing

Full-Text in	LexisNexis Academic from 2000 to present
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Marketing management

Full-Text in	LexisNexis Academic from 01/01/1992 to present
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Marketing news

Full-Text in	LexisNexis Academic from 01/07/1991 to present
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Marketing research

Full-Text in	LexisNexis Academic from 03/01/1991 to present
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Marketing to women

Full-Text in	Expanded Academic ASAP from 12/01/2000 to present
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Marketing (London)

Full-Text in	LexisNexis Academic from 1987 to present
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Marketing Magazine

Full-Text in	ProQuest Research Library from 01/01/1996 to present
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Precision marketing

Full-Text in	LexisNexis Academic from 07/04/1994 to present
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Quantitative marketing and economics

Full-Text in	LexisNexis Academic from 03/01/1991 to present
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Sales & Marketing management

Full-Text in	ProQuest Research Library from 11/01/1987 to present
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Full-Text in	LexisNexis Academic from 01/27/2003 to present
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Selected Websites

- [Ad Council Campaigns](http://www.adcouncil.org/default.aspx?id=15) - <http://www.adcouncil.org/default.aspx?id=15>
Public service advertisements.
- [Ad* Access](http://scriptorium.lib.duke.edu/adaccess/) - <http://scriptorium.lib.duke.edu/adaccess/>
This historical site, presenting "images and database information for over 7,000 advertisements printed in U.S. and Canadian newspapers and magazines between 1911 and 1955."
- [AdForum](http://www.adforum.com/) - <http://www.adforum.com/>
A "portal to the advertising, marketing and communications industry, with direct links to 18632 agencies in 140 countries."
- [Advertising Age](http://www.adage.com/) - <http://www.adage.com/>
An online resource for news, analyses, and commentaries of the advertising industry.
- [Advertising Principles](http://fourps.wharton.upenn.edu/advertising/) - <http://fourps.wharton.upenn.edu/advertising/>
Information on creating an effective advertising campaign on TV or in print.
- [AdWeek](http://www.adweek.com/) - <http://www.adweek.com/>
Offers news, analyses, and commentaries of the advertising industry.
- [American Marketing Association: Academic Resource Center](http://www.marketingpower.com/content4282.php) - <http://www.marketingpower.com/content4282.php>
Offers journal lists, bibliographies, course syllabi, and career information.
- [BestBizWeb](http://www.bestbizweb.com/) – <http://www.bestbizweb.com/> - The Information Advisor's free monthly review of business research sites.
- [Best of the Best Business Webistes](http://www.ala.org/ala/rusa/rusaourassoc/rusasections/brass/brassprotools/bestofthebestbus/bestbusinesswebsitesfinancial.htm) - <http://www.ala.org/ala/rusa/rusaourassoc/rusasections/brass/brassprotools/bestofthebestbus/bestbusinesswebsitesfinancial.htm>
- [Business Ethics Websites](http://www.ala.org/ala/acrl/acrlpubs/crlnews/backissues2006/june06/businessethics.htm) (from the ACRL) <http://www.ala.org/ala/acrl/acrlpubs/crlnews/backissues2006/june06/businessethics.htm>
- [Commercial Closet](http://www.commercialcloset.org/) - <http://www.commercialcloset.org/>
Monitors campaigns and information in attempt to get the "world of advertising to understand, respect and include lesbian, gay, bisexual and transgender (LGBT) references in advertising for successful business results and to achieve a more accepting society."
- [Emergence of Advertising in America: 1850-1920](http://scriptorium.lib.duke.edu/ea/) - <http://scriptorium.lib.duke.edu/ea/>
The John W. Hartman Center for Sales, Advertising, & Marketing History at Duke U includes over 9,000 searchable images and a timeline.
- [HispanSource: Hispanic Market Info](http://hispansource.org/) - <http://hispansource.org/>
Provides statistics and analyses of the U.S. Hispanic population. Requires free registration.
- [Infomine's Scholarly Business & Economics Portal](http://infomine.ucr.edu/cgi-bin/search?category=busecon) <http://infomine.ucr.edu/cgi-bin/search?category=busecon>
- [Living Room Candidate: A History of Presidential Campaign Commercials](http://livingroomcandidate.movingimage.us/) - <http://livingroomcandidate.movingimage.us/>
View television commercials for presidential candidates since 1952 as well as an analysis of major parties and their advertising campaigns.
- [Nielsen Media Research: Measuring the Ethnic Television Audience](http://www.nielsenmedia.com/ethnicmeasure/) - <http://www.nielsenmedia.com/ethnicmeasure/>
Analyzes the television viewing habits of African American and the Hispanic American audiences.
- [Outdoor Creative](http://www.oaaa.org/creativelibrary/) - <http://www.oaaa.org/creativelibrary/>
A database of outdoor advertising searchable by year, product category, agency, and advertiser.
- [Web Credibility Project](http://credibility.stanford.edu/) - <http://credibility.stanford.edu/>
"To understand what leads people to believe what they find on the Web. We hope this knowledge will enhance Web site design and promote future research on Web credibility."
- [William F. Eisner Museum of Advertising and Design](http://www.eisnermuseum.org/) - <http://www.eisnermuseum.org/>
"An interactive educational center focusing on advertising and design, and their impact on our culture."