



Market Research Bibliography

Reference

HF5410 .M35 2008

Market share reporter

Presents market share data on over four thousand companies, and 2,500 products, facilities, and brands. Several entries are usually available under each industry.

HC110 .C6 H68 2006

Household spending: who spends how much on what / New Strategist Publications

HC79.C6 B47 2006

Best customers: demographics of consumer demand / New Strategist Publication

HC102.2 .E3 2006

Editor & publisher market guide

Source of information for MSA and non-MSA markets in the United States and Canada PLUS critical market data for more than 1,600 cities and all 3,096 counties

HA203 .S65 2006

Community sourcebook of county demographics

HA203 .S66 2006

Community sourcebook of ZIP code demographics

HF5415.33.U6 A4 2005

The American marketplace: demographics and spending patterns / by the New Strategist editors.

Partial contents: ch.1. Education trends -- ch.2. Health trends -- ch.3. Housing trends -- ch.4. Income trends -- ch.5. Labor force trends -- ch.6. Living arrangement trends -- ch.7, Population trends -- ch.8, Spending trends -- ch.9, Wealth trends

HQ796 .M4797 2004

The Millennials: Americans born 1977 to 1994 / New Strategist Publications

HQ799.7 .G46 2004

Generation X: Americans born 1965 to 1976 / New Strategist Publications

HQ1064 .U5 O413 2004

Older Americans: a changing market / New Strategist Publications

HB849.49 .R875 2000

Demographics of the U.S.: trends and projections / by Cheryl Russell.

Contents: Attitudes and behavior -- Education -- Health -- Housing -- Income -- Labor force -- Living arrangements -- Population -- Spending -- Wealth.

Circulating Books

HF5415.2 .M35585 2006

The marketing research guide / Robert E. Stevens

HF5415.13 .S874 2006

Marketing planning guide / Robert E. Stevens et al

HF5415.32 .J64 2006

Mind your x's and y's: satisfying the 10 cravings of a new generation of consumers / Lisa Johnson

HF5415.2 .K24 2006

Guerrilla marketing research: marketing research techniques that can help any business make more money / Robert J Kaden et al

HF5415 .M85 2006

The marketing gurus: lessons from the best marketing books of all time / Chris Murray et al

HF5415.2 .H286 2006

The handbook of marketing research: uses, misuses, and future advances / edited by Rajiv Grover, Marco Vriens

HF5415.127 .G74 2005

Marketing to leading-edge baby boomers / Brent Green

HF6146 .I58 A39 2005

Advertising, promotion, and new media / edited by Marla R. Stafford, Ronald J. Faber

HF5415.5 .S736 2005

The new marketing conversation: creating and strengthening relationships between buyers and sellers / Donna Baier Stein, Alexandra MacAaron

HF5415 .E796 2005

Ethical marketing / Patrick E. Murphy, et al

HF5415.13 .J5878 2004 (also available as e-book)

Powerhouse marketing plans / Winslow "Bud" Johnson

HF5415.13 .H468 2004

Marketing for dummies / by Alexander Hiam

HF5415.1 .N86 2004

Mass Affluence: Seven New Rules of Marketing to Today's Consumer/Paul Nunes

LB2342.82 .M67 2004

Marketing to the Campus Crowd: Everything You Need to Know to Capture the \$200 Billion College Market/David A. Morrison

HF5415.127 .M535 2003

Lifestyle Marketing: Reaching the New American Consumer

HF5415.135 .N957 2003

Marketing your business: a guide to developing a strategic marketing plan/Ronald Nykiel

HF5415.32 .Z35 2003

How Customers Think: Essential Insights into the Mind of the Markets/Gerald Zaltman

Online Databases

These databases are available from the library home page

Specialized Marketing Databases:

[Mintel Reports](#)

[Euromonitor Global Marketing Database](#)

General Business Databases

[Business Source Complete](#)

[Emerald ManagementXtra](#)

[Lexis-Nexis Academic Universe](#)

Industry and Company Information Databases

[S & P's NetAdvantage](#)

[Hoover's](#)

[ValueLine Investment Survey](#)

Web Sites

US Census: Economic

<http://www.census.gov/econ/census02/>

The Economic Census profiles American business every 5 years, from the national to the local level. Roughly half of over 1600 publications from the 2002 Economic Census to be issued 2004 through 2006 are linked from this site.

Marketing Research Association

<http://www.mra-net.org/>

Since 1954, this trade association of more than 2,000 companies and individuals has "grown to encompass companies and professionals in all segments of marketing and opinion research, including data collectors, full service research companies, users of research and those who provide related services." See their Codes and Guidelines and Research Resources; while much of the latter site is for members only, there is an online Glossary Of Terms as well as Links to related associations and other resources

American Marketing Association

<http://www.marketingpower.com>

As a professional association, the AMA publishes marketing journals and magazines that provide practical applications of marketing strategies. The AMA Web site offers a wide range of information, including research, case studies, and journal and magazine articles.

ResearchInfo.com

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

Free site but you must sign in.

Hispanic Fact Pack

<http://www.adage.com/images/random/hispfactpack04.pdf>

"Data about demographic trends, marketer spending, Hispanic media and leading Hispanic agencies." Includes data about top advertisers and brands, leading radio formats and television markets, and demographics. From Advertising Age.

KnowThis.com: Knowledge Source for Marketing

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

A "resource and reference site for those involved in marketing, market research, advertising, selling, promotion, and other marketing-related areas." Includes feature articles, a tutorial on writing a market plan, and links to articles, marketing magazines, newspapers, and professional organizations.

Texas Advertising

<http://advertising.utexas.edu/world/index.asp>

This University of Texas site serves as a portal to links and sources of information on 75 topics, from account planning to web site promotion. Among its many sources of web information is this source on general marketing resources. There are also ones for the topics of market research, direct marketing, and social marketing.