



Collier Library - Pathfinder

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MARKETING AND ADVERTISING

SCOPE: The purpose of this pathfinder is to introduce some of the resources available in Collier Library in the field of **MARKETING AND ADVERTISING**. Please note that this guide is not a comprehensive listing of sources, but is intended to be a starting point from which students can begin their research according to their specific needs.

The Library of Congress Class that includes **MARKETING AND ADVERTISING** is HF . BROWSING the following CALL NUMBERS may produce helpful titles: (For a more complete listing see <<http://www.loc.gov/catdir/cpsolcco/lcco.html>>.

HF 5415 – 5438 Marketing

HF 5801 – 6182

Advertising

In the event you do not find what you are looking for by browsing consult UNACAT, the online catalog. The following are selected SUBJECT HEADINGS, which appear in UNACAT.

Highly Relevant

MARKETING
ADVERTISING
MARKET SURVEYS

Other Relevant Headings

CONSUMERS
MERCHANDISING
SALES MANAGEMENT
SALES PROMOTION

Other Subject headings can be identified by using **Library of Congress Subject Headings**, located on the dictionary stand in the Reference Area.

BEGINNING RESEARCH – SELECTED SOURCES

Introduction and overview material

- **101 Marketing Strategies for Accounting, Law, Consulting, and Professional Services Firms** by Troy Waugh. Electronic Book (a link is provided in UNACAT to the online full text of this work)
- **151 Quick Ideas for Advertising on a Shoe String** by Jean C. Joachim. Electronic Book (a link is provided in UNACAT to the online full text of this work)
- **Advertising [HF 5821 .C56]** by Dorothy Cohen
- **Marketing: Contemporary Concepts and Practices [HF 5415 .S357]** by William F. Schoell
- **The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying [HF 5826.5 .K38]** by Helen E. Katz
- **Principles of Marketing [HF 5415 .K636]** by Philip Kotler and Gary Armstrong

Literature guides and bibliographies

- **301 Do-It-Yourself Marketing Ideas From America's Most Innovative Small Companies** Electronic Book (a link is provided in UNACAT to the online full text of this work)
- **American Advertising: A Reference Guide [Ref Z 7164 .C81 W55]** by Emelda L. Williams and Donald W. Hendon
- **Basic Business Library: Core Resources [Ref Z 675 .B8 B37]** edited by Rashelle Karp
- **The Bibliography of Marketing Research Methods [Ref Z 7164 .M18 D52]** by John R. Dickinson

- **Business Information: How to Find It, How to Use It [Ref HF 5356 .L36]** by Michael R. Lavin
- **Business Information Sources [Ref Z 7164 .C81 D16]** by Lorna Daniells
- **Business Library and How to Use It: A Guide to Sources and Research Strategies for Information on Business and Management [Ref Z 675 .B8 B87]**
- **Encyclopedia of Business Information Sources: A Bibliographic Guide to More Than 24,000 Citations Covering Over Than 1,100 Subjects of Interest to Business Personnel [Ref HF 5353 .E52]** edited by James B. Woy
- **Industry and Company Information: Illustrated Search Strategy and Sources [Ref HF 5356 .H38]** by A. Craig Hawbaker
- **Marketing Megaworks: The Top 150 Books and Articles [Ref Z 7164 .M18 R6]** by Larry M. Robinson and Roy D. Adler
- **Marketing and Sales Management: An Information Sourcebook [Ref Z 7164 .M18 H46]** by Jean Herold
- **Strauss' Handbook of Business Information: A Guide for Librarians, Students, and Researchers [Ref Z 7164 .C81 S7796]** by Diane Wheeler Strauss

Encyclopedias and Dictionaries

- **Blackwell Encyclopedic Dictionary of Marketing** Electronic Book (a link is provided in UNACAT to the online full text of this work)
- **Dictionary of Marketing and Advertising [Ref HF 5415 .R577]** by Jerry M. Rosenberg
- **Dictionary of Marketing Research [Ref HF 5415.2 .M48]** by Jack J. R. Van Minden
- **Dictionary of Marketing Terms** by Jane Imber and Betsy-Ann Toffler. Electronic Book (a link is provided in UNACAT to the online full text of this work)
- **Dictionary of Social and Market Research [Ref H 62 .K67]** by Wolfgang J. Koschnick
- **Encyclopedia of Business [Ref HF 1001 .E466]** edited by John G. Maurer
- **Encyclopedia of Business Information Sources [Ref HF 54.5 .E53]** edited by Linda Hall
- **Encyclopedia of Consumer Brands [Ref HF 5415.3 .E527]** edited by Janice Jorgensen
- **Encyclopedia of Telemarketing [Ref HF 5415.1263 .B46]** edited by Richard Bencin & Donald J. Jonovic
- **Prentice-Hall Encyclopedic Dictionary of Business Terms [Ref HF 1001 .C68]** by Wilbur Cross

Directories

- **Alabama Business Directory [Ref HF 5065 .A37 A34 2004]**
- **The American Marketing Association International Member and Marketing Services Guide [Ref HF 5410 .A46a]**
- **Data, Where It Is and How to Get It: The Directory of Business, Environment and Energy Data Sources [Ref HF 5035 .D37]**
- **Directories in Print [Ref AY 2001 .D57]**
- **Editor and Publisher Market Guide [Ref HF 5905 .E38]**
- **Headquarters USA. (annual). [Ref HF 5035 .H42]**

Almanacs & Statistical Sources

- **County and City Data Book [Ref HA 202 .A36]**
- **The Official Guide to the American Marketplace: The Real Facts About How Rich, Well-Educated, Healthy, Family-Oriented, Hard-Working, and Diverse We Are [Ref HA 214 .A6]** by Cheryl Russell
- **State and Local Statistics Sources: A Subject Guide to Statistical Data on States, Cities, and Locales, Covering Agriculture and Many Other Topics [Ref HA 214 .S72]** by Sarojini Balachandran
- **Statistical Abstract of the United States [Ref HA 202]**

Handbooks, Manuals, & Yearbooks

- **Advances in Consumer Research** [HF 5415.3 .A84b]
- **American Generations: Who They Are, How They Live, What They Think** [Ref HC 110 .C6 M545 2003] by Susan Mitchell
- **The Art Directors Annual** [Ref NC 997 .A1 A79]
- **Beacham's Marketing Reference** [Ref HF 5415 .B379]
- **Complete Handbook of Profitable Marketing Research Techniques** [Ref HF 5415.2 .V49] by Robert P. Vichas
- **Consumer Fraud: A Reference Handbook** by Lee E. Norrgard and Julia M. Norrgard. Electronic Book (a link is provided in UNACAT to the online full text of this work)
- **The Global Entrepreneur: Taking Your Business International** by James F. Foley. Electronic Book (a link is provided in UNACAT to the online full text of this work)
- **Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research** [Ref HF 5415.3 B323] by William O. Bearden
- **Handbook of Online Marketing Research** by Joshua Grossnickle. Electronic Book (a link is provided in UNACAT to the online full text of this work)

Biographical Sources

- **E. W. Scripps and the Business of Newspapers** [PN 4874 .S37 B35] by Gerald J. Baldasty
- **Pioneers in Marketing: A Collection of Twenty-Five Biographies of Men Who Contributed to the Growth of Marketing Thought and Action** [HF 5415.1 .W74] edited by John S. Wright & Parks B. Dimsdale, Jr.

**SUGGESTED DATABASES FOR LOCATING PERIODICAL ARTICLES on
MARKETING AND ADVERTISING**

ABI/INFORM Complete (online database)
Business & Company Resource Center (online database)
Business Source Premier (online database)
General BusinessFile ASAP (online database)
Regional Business News (online database)

A few frequently used PERIODICALS in **MARKETING AND ADVERTISING** are:

Advertising Age
Graphic Design: USA
Journal of Advertising
Journal of Marketing
Marketing Intelligence & Planning
Marketing News
Mediaweek
Visual Merchandising & Store Design

PERIODICAL titles held by the library can be identified by clicking the PERIODICAL HOLDINGS link under "Find Articles" on the library website at <http://www2.una.edu/library> or by searching in UNACAT.

INTERLIBRARY LOAN — it is possible to borrow books or obtain copies of articles from other libraries if the material is unavailable locally. Inquire at the Reference Desk or consult the library's Web site for policy information and request forms at: <http://www2.una.edu/library/illindex.htm>.

HAVE A QUESTION? ASK A LIBRARIAN.