



Business Administration 313 Marketing Principles

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Print Reference Resources

Title	Call Number
American Generations	Ref HC 110 C6 M545 2005
American Marketplace	Ref HF 5415.33 U6 A4 2005
Brands and Their Companies	Ref T 223 V4 A25
Comercial Atlas and Marketing Guide	Ref G 1202 Q1 R3
Dictionary of Marketing Research	Ref HF 5415.2 M663 D5
Encyclopedia of Consumer Brands	Ref HF 5414.3 E56
Generation X: The Young Adult Market	Ref HC 110 C6 M544
Hoover's Handbook of American Business 2007	Ref HG 4057 A28616
Household Spending	Ref HC 110 C6 A666 2006
Market Share Reporter 2007	Ref HF 5410 M35
Milwaukee Journal Sentinel Consumer Analysis	Ref HC 108 M6 C6
North American Industry Classification System US 2007	Ref HF 1042 N67
Offical Guide to U.S. Incomes	Ref HC 110 I5 R87
Statistical Abstract of the United States	Ref HA 202
US Industry and Trade Outlook 2000	Ref HC 101 U581 2000

Recommended Business Periodicals

Title	Print Copy	Electronic Access
Advertising Age	Yes	Link Now
Beverage Industry	Yes	Link Now
Beverage World	Yes	Link Now
Brandweek	Yes	Link Now
Business Horizons	Yes	Link Now
Business Marketing	No	Link Now
Chain Store Age, Executive Edition	Yes	Link Now
Consumer Reports	Yes	Link Now
Economic Indicators	No	Link Now
Journal of Advertising	No	Link Now
Journal of Advertising Research	No	Link Now
Journal of Consumer Research	No	Link Now
Journal of Marketing	Yes	Link Now

Journal of Marketing Research (JMR)	No	Link Now
Monthly Labor Review	No	Link Now
New York Times	Yes	Link Now
Progressive Grocer	Yes	Link Now
Public Opinion Quarterly	No	Link Now
Sales and Marketing Management	Yes	Link Now
Supermarket Business	Yes	Link Now
Wall Street Journal	Yes	Link Now

Current Events/News

LexisNexis

<http://www.carthage.edu/ais/library/newspapers.htm>

LexisNexis provides a variety of current newspaper, law material, business information, and newswire services.

Wall Street Journal

<http://www.carthage.edu/ais/library/newspapers.htm>

Provides full text coverage from 1984 to present.

Books

Worldcat

<http://www.carthage.edu/ais/library/books.htm>

This union catalog contains over 62 million records located in libraries through the world. This is a great resource for finding books at other institutions and interlibrary loaning them to Carthage.

Subject Specific Journals

Business and Company Resource Center

<http://www.carthage.edu/ais/library/alljournals.htm>

Contains company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals.

Business Management Practices

<http://www.carthage.edu/ais/library/alljournals.htm>

Contains articles on the practical aspects of business management.

Business Source Elite

<http://www.carthage.edu/ais/library/alljournals.htm>

Indexes and abstracts over 1700 business and business related titles, and provides full text for over 1100 titles.

Corporate Resource Net

<http://www.carthage.edu/ais/library/alljournals.htm>

Provides full text articles from more than 1300 quality magazines and journals as well as detailed company profiles for the world's 10,000 largest companies.

General Business File

<http://www.carthage.edu/ais/library/alljournals.htm>

Indexes and abstracts over 900 business and trade journals, of which one-third are full text.

Interlibrary Loan

InterLibrary Loan

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Ebsco A to Z

Do we have that Journal Full Text?

<http://www.carthage.edu/ais/library/ebscoaz.htm>

Ebsco A-to-Z indicates which of Carthage's electronic databases contains full text of a particular journal issue and also provides a hyperlink to the title. Each journal listing in Ebsco A-to-Z contains one or more hyperlinked databases, which can connect you directly to the periodical title you're seeking. If the journal is not on this list, you must use Interlibrary Loan.

Remote Computing

Off Campus Database Access

<http://www.carthage.edu/ais/library/offcampus.htm>

Go to this webpage to find out how to configure your web browser for off campus access to the journal databases that Carthage subscribes to.

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