Subject Guide to Marketing

Company Directories | Consumer Brands | Corporate Annual Reports | Databases/Article Indexes | Demographics/Purchasing Behavior | Economic Census Reports | Financial & Operating Information | Industry Overviews | Market Share & Rankings | Marketing & Business Plans | Statistics | Additional Market Sources

Designates a free web site.

Appalachian Designates a resource restricted to ASU students, faculty, and staff.

Company Directories
Directories list names, addresses, and telephone numbers of individuals, companies and organizations. Some include information such as lines of business, subsidiaries, number of employees, and brief financial informatio

REF BUSINESS HD 2745.D85
Three volume set listing the officers and directors of more than 11,000 companies. Indexed by name, SIC code geographical location, and by officers of college and universities.

REF BUSINESS HG 4057.A219
This five volume set presents information on U.S. and foreign companies, both public and private. Indexed by company name, brand name, geographic location, SIC code, and corporate responsibility listings include persons in key areas of responsibility from both parent company and subsidiaries.

Hoover's Company Capsules and Profiles ProQuest, Current
Appalachian Available on & off campus See also Hoover's Online
Hoover's Company Profiles provides of 2,600 public and private companies in the US and around the world. The database also includes Hoover's Company Capsules which provides basic information on more than 10,000 private companies.

LexisNexis Academic, (updated daily)
Appalachian Available on & off campus
Select Business from the opening page. From the Company Financial list there are a number of directory type resources, including: US Public Companies; US Private Companies; International Company Reports; Hoover's Company Reports; and Standard & Poor's Corporate Descriptions.

Standard and Poor's NetAdvantage, S&P, Full Text, mostly current information
Appalachian Available on & off campus
NetAdvantage is a comprehensive database of financial information, covering corporate research, competitive analysis, investment information, and industry analysis. It provides the full text of the following S&P publications: Bond Guide; Corporate Records; Earnings Guide; Industry Surveys; Mutual Fund Reports; T-1 Outlook; Register of Corporations, Directors and Executives; Security Dealers of North America; Stock Guide; and Stock Reports.

Return to Top
Consumer Brands

**Brands and Their Companies.** Detroit: Gale.
REF BUSINESS T223.V4 A25
Alphabetical arrangement of more than 330,000 consumer brands represented by 74,000 manufacturers and distributors. Include companies no longer in business, brands that are no longer in use, and trade names now considered generic. Includes manufacturers addresses and phone numbers.

**Companies and Their Brands.** Detroit: Gale.
REF BUSINESS T223.V4 A253
Alphabetical listing of nearly 51,000 companies with about 282,000 trade names attributed to them. Provides fir addresses, phone numbers, and a product description of each brand listed. Companion volume to the above title.

REF BUSINESS HF5415.3 E527
Provides information on approximately 600 products that have had an impact on American business and popular culture. Some of the topics covered for entries include early history, marketing strategies, advertising, packaging innovations, etc., and there is also a short bibliography at the end of each entry.

Return to Top

Corporate Annual Reports

Belk Library contacts all Fortune 500 companies for their annual report. Annual reports are located in the black cabinet behind the Consultation Offices in the Reference area. See the databases below for online access to annual reports.

- **EDGAR from the SEC**
The official source of Securities and Exchange Commission filings. Find 10K reports and all other public filings your company back to 1994. Completely free.

- **FreeEDGAR**
Many aspects of this web site are no longer free. Downloading and creating a watchlist now are part of a subscription service. However, you may still view the SEC filings online. Searchable by company name, ticker symbol or SIC code.

- **LexisNexis Academic.** (updated daily)
Select **Business** from the opening page. Select **Company Financial** for a list of SEC Reports including **SEC A Reports to Shareholders.**

Return to Top

Databases & Article Indexes (Use Databases/Article Indexes to locate journal, magazines, and newspaper articles)

- **ABI/Inform Complete.** ProQuest, 1970 - to date; **Full Text:** 1991 - to date (updated daily)
- **Business & Industry.** FirstSearch, 1994 - to date (updated weekly)
Available on & off campus
Contains important facts, figures and key events dealing with public and private companies, industries, product markets for all manufacturing and service industries at an international level. Indexes leading trade magazines, newsletters, the general business press and international business dailies.

Business Source Elite, EBSCOHost, Indexing: 1984 - to date; Full Text for most 1990 - to date (updated daily
Available on & off campus
Business Source Elite offers comprehensive keyword access to nearly 1500 abstracted titles, including The Wall Street Journal, plus searchable full text for more than 740 business periodicals.

Infotrac OneFile, Gale/InfoTrac, 1980-present, Full Text (updated daily)
Available on & off campus
Provides citations with abstracts to more than 6,000 general interest magazines, academic journals, business and technology publications, law journals, health care sources, and more. Includes more than 2,500 full text titles.

LexisNexis Academic, Full Text (updated daily)
Available on & off campus
Contains full text articles from hundreds of newspapers and magazines from around the world. Also includes thousands of business and industry information, including profiles, financial information, forecasts, analysis, and news for individual companies, industry groups, and entire markets.

Newspaper Source, EBSCOHost, 1995 - to date; Full Text for selected papers: 1995 - to date
Available on & off campus

Standard and Poor's NetAdvantage, S&P, Full Text, mostly current information
Available on & off campus
NetAdvantage is a comprehensive database of financial information, covering corporate research, competitive analysis, investment information, and industry analysis. It provides the full text of the following S&P publications: Bond Guide; Corporate Records; Dividend Record; Earnings Guide; Industry Surveys; Mutual Fund Reports; TI Outlook; Register of Corporations, Directors and Executives; Security Dealers of North America; Stock Guide; and Stock Reports.

Value Line, Current (updated weekly)
Available on & off campus Contact the Reference desk for username/password.
The Value Line Investment Survey is a comprehensive source of information and advice on approximately 1,700 stocks, more than 90 Industries, the stock market, and the economy.

Wall Street Journal, Proquest, 1984 - to date; Full Text: 1995 - to date, (updated daily)
Available on & off campus

Return to Top

Economic Census, Report Series
Covers eight sectors of the economy: retail trade; wholesale trade; service industries; transportation, communications, and utilities; financial, insurance, and real estate industries; manufactures; mineral industries; construction industries. Statistics common to all sectors include the number of establishments, number of employees, payroll, and measures of output such as sales, receipts, value of shipments, and value of construction work done.
Demographics/Purchasing Behavior

**ACCRA Cost of Living Index**  Louisville, KY : ACCRA
REF HD6983.I5x
Provides data on living cost differences among 329 urban areas, including price reporting on grocery items, housing, utilities, transportation, health care, and selected goods and services.

**American Business Climate & Economic Profiles**  Detroit: Gale
REF BUSINESS HC102.2 .A44
Compilation of facts, rankings, incentives, and resources for 319 metropolitan statistical areas.

**County and City Data Book**  Washington, DC: Department of Commerce
The data coverage includes population, health, crime, income labor force, agriculture, wholesale and retail trade, poverty status for U.S. counties and cities.

**Editor and Publisher Market Guide**  New York: Editor & Publisher Co. Annual
REF BUSINESS HF 5905 .E38
While the *Editor & Publisher International Year Book* focuses on newspapers, the Market Guide provides demographic information, including market rankings (population, income, total retail sales, sales by types of products) by MSA, county, and city; market surveys, by cities (includes 16 categories, such as banks and deposit retailing centers and major stores, and transportation; and population, income, retail sales by state, county, and city).

**The Lifestyle Market Analysis**  Des Plaines, IL: SRDA. Annual
REF BUSINESS HF5415.33 U6 L54
Market analysis source which breaks down the American population geographically and demographically. It provides detailed characteristics for over 200 U.S. markets, including Charlotte, Greensboro-High Point-Winston Salem, Greenville-New Bern-Washington, Raleigh-Durham, and Wilmington in North Carolina.

**Mediamark Research**  New York: Mediamark Research Inc.
REF BUSINESS HF5415.M54
Twenty volume set that provides the cross tabulation of product/service data by demographic characteristics of the media audience.

**The Sourcebook of Zip Code Demographics**  Fairfax, VA: CACI. Annual.
REF BUSINESS HA203.S66
A measure of purchasing power in zip code arrangement. Also take a look at *Demographics USA*, which provides the same type of information for U.S. counties.

**Standard Rate and Data Service**  Skokie, IL: Standard Rate & Data Service, Inc.
REF BUSINESS HF 5905.S725
Provides selected demographic data including expenditures within broad industry categories. Volumes include *Consumer Magazine, Direct Marketing, Interactive Advertising, Newspaper Advertising, Radio Advertising*, and *Cable Source*.

[Return to Top](http://www.library.appstate.edu/reference/subjectguides/business/marketing.html)
Financial & Operating Information

REF BUSINESS HF5681.R25 A45
Derived from IRS data on 4 million U.S. companies, provides performance data for 50 operating and financial fi
for 179 industries. Includes decade-long performance figures and ratios.

LexisNexis Academic. (updated daily)
Available on & off campus
Select Business from the opening page. Select Company Financial for a list of numerous sources including,

REF BUSINESS HG 4961.M66
Index to volumes giving information on major companies traded on the New York, American, and OTC stock
exchanges. Information in manuals includes history of the company, list of subsidiaries, locations of major plant
lines of business, capital structure, and financial statements. See Moody's News Reports for weekly online upd

Bank and Finance Manual
International Manual
Moody's Industrial Manual
Municipal & Government Manual
OTC Industrial Manual
OTC Unlisted Manual
Public Utility Manual
Transportation Manual

RMA Annual Statement Studies Philadelphia: Robert Morris Assoc.
REF BUSINESS HF5681.B2 R6
This collection of ratios presents detailed financial statement information on 350 industries. A useful feature is t
bibliography of specialized industry publications, which include financial ratios.

Standard and Poor's NetAdvantage, S&P, Full Text, mostly current information
Available on & off campus
NetAdvantage is a comprehensive database of financial information, covering corporate research, competitive
analysis, investment assessment, and industry analysis. It provides the full text of the following S&P publications:
Bond Guide; Corporate Records; Dividend Record; Earnings Guide; Industry Surveys; Mutual Fund Reports; Ti
Outlook; Register of Corporations, Directors and Executives; Security Dealers of North America; Stock Guide; i
Stock Reports.

Value Line Investment Survey. (see also online edition listed below)
REF BUSINESS HG4501.V26
Along with information about industries, this service ranks the expected performance of both industries and
companies, with historical information included as well.

Value Line Current (updated weekly)
Available on & off campus Contact the Reference desk for username/password.
The Value Line Investment Survey is a comprehensive source of information and advice on approximately 1,70
stocks, more than 90 Industries, the stock market, and the economy.

Return to Top

Industry Overviews
Current Industrial Reports. U.S. Census
Frequently updated statistics (in ASCII and Worksheet format) on over 65 products and industries. These reports are also available in STAT-USA below.

Hoover's Online
Contains industry snapshots as well as information on specific companies. For industry information click on “Companies & Industry” and then on the “Industry” tab.

REF BUSINESS HC4905.M88
Provides a ranked list of the leading companies in 140 industry groups according to 12 key financial, operating investment criteria.

Standard & Poor's Industry Surveys. New York: Standard and Poor's. (see also the Industry Survey's in S&P Advantage)
REF BUSINESS HC106.6 S74
Describes major trends and issues in numerous industries. Financial and statistical information about leading industries is included, often with market share data.

Stat-USA, (updated daily)
Available on & off campus
Stat-USA, produced by the Department of Commerce, contains current and historical trade-related information, including international market research, trade opportunities, country analysis, and the National Trade Databank (NTDB). Also includes current and historical economic and financial information and economic data.

Return to Top

Market Share

Ad Age Database
Provides data and rankings on top companies, brands and advertising agencies.

Business Rankings Annual Detroit: Gale.
REF BUSINESS HG4050.B88
Rankings of companies, products, services and activities in over 10,000 categories.

REF BUSINESSHG4057.A237
D&B ranks over 25,000 of the nation's leading private and public businesses. Companies are ranked by size, by state, by SIC Code, nationally, and by public or private/foreign-owned designation.

ft.com
Provides financial and market news from around the world. The web site of the Financial Times newspaper.

REF BUSINESS HF5410.M35
Contains a compilation of market share reports from periodical literature. Includes, corporate, brand, product, and commodity share for more than 500 SIC codes. Coverage of both the public and private sector.

REF HF5415.1.U7
Uses graphic representations to provide an overview and projection for nearly 400 markets from apparel to...
transporation.

**World Market Share Reporter** Detroit: Gale.
REF BUSINESS HF5410 .W67
Compilation of global market share data from periodical literature. Strong industry coverage. Also covers producing companies, and services. Date from 1991 to present.

**Return to Top**

---

### Marketing & Business Plans

**Business Plans Handbook** Detroit: Gale
REF HD62.7.B865 1999
This multi-volume set offers genuine business plans used by real people. Each example covers an executive, company, industry, and marketing summary, with information on market segmentation, market analysis, market and promotion strategy, and much more

**Business Resource Center | Business and Marketing Plans**
Gives an overview of creating a business and marketing plan, including sample plans and related articles on internet marketing.

**Encyclopedia of Major Marketing Campaigns** Detroit: Gale
REF HF5837.E53 1999
"Profiles 500 of the most notable advertising and marketing initiatives of the twentieth century...that were important for their innovation, for their effectiveness in selling products or services, or for the significance of their company strategies.

**Major Marketing Campaigns Annual** Detroit: Gale
REF HF5410.M346
Profiles 100 of the most notable advertising and marketing initiatives of the previous year.

**Marketing plans : how to prepare them, how to use them / Malcolm McDonald**
Oxford ; Boston : Butterworth-Heinemann, 1999
HF5415.13 .M369183 (Main stacks)

**Return to Top**

---

### Statistics

**Bureau of Labor Statistics**
This site includes time series data and information on the labor force in America. Links to multiple news releases including the [Consumer Price Indexes](#) and the [Producer Price Indexes](#).

**Foreign Trade Statistics**
Monthly statistical reports, imports and exports by country, trade balances, commodity trade, and much more.

**FRED - Federal Reserve Economic Data**
Contains daily, weekly, and monthly financial data, including interest rates, consumer and producer price index employment and population data, monetary data and much more.

**Stat-USA**, (updated daily)
[Appalachian Available on & off campus](#)
Stat-USA, produced by the Department of Commerce, contains current and historical trade-related information,

---

including international market research, trade opportunities, country analysis, and the National Trade Databank (NTDB). Also includes current and historical economic and financial information and economic data.

Statistics of U.S. Business
Statistics covering number of firms, establishments, employment, and annual payroll for "agriculture services, forestry, fishing, mining, construction, manufacturing, transportation, communications, public utilities, wholesale trade, retail trade, finance, insurance, real estate, and service industries."

Return to Top

Additional Marketing Sources

The Blackwell Encyclopedia of Management: Marketing
REF HD30.15.B456
Signed articles which describe terms, concepts, and areas associated with marketing, including a short bibliography at the end of each article.

Bureau of Economic Analysis
Current and historical economic data, news releases, publications, etc.

Return to Top

Content editor, Ken Johnson, Business Librarian

Last update of this page was January 18, 2005 12:49 pm