

## SOURCES FOR GATHERING MARKETING INFORMATION

### COMPANY, BRAND AND INDUSTRY PROFILES

*Standard and Poor's Industry Surveys* in: *Market Insight* (<http://bic.library.nd.edu/>). A quarterly publication that provides excellent profiles of major U.S. industries and their leading companies. Covers NASDAQ, ASE, and NYSE. This resource includes company performance statistics. Many of the articles contain tables providing company and brand market shares. Access is through the product *Market Insight*. Launch *Market Insight* by going to the page noted above and selecting the *Management* link on the right hand side of the page under *Resources by/for subject*. From the list of resources that then appears, click on *Market Insight*. From within *Market Insight*, select the *Industry* tab at the top of the page, and then an industry from the pull down menu. A link to the *Industry Survey* for the selected industry will appear at the bottom left hand side of the page.

*Value Line Investment Survey* (**Hesburgh Reference Closed Reference -1st Floor- HG 4965 .V249**). Ask for this at the Hesburgh Library Reference Desk. This title provides concise one-page reports including stock charts, extensive data, business background, recent developments, and commentaries on 1,500 companies. (Note: Focus is financial information, but recent developments can be useful). Expanded edition covering an additional 1,800 companies is also available.

*Mergent Online* (<http://bic.library.nd.edu/>) Provides information for the largest U.S. companies and over 6,700 non-U.S. corporations in 107 countries. Financial data, annual reports, news, and stock reports are some of the types of information included. In addition, this resource is an excellent source of industry information. Launch *Mergent Online* by going to the page noted above and selecting the *Management* link on the right hand side of the page under *Resources by/for subject*. From the list of resources that then appears, click on *Mergent Online*. Select the tab for a *Basic Search* to search for a company. To search for an industry, select the *Industry Reports* tab, and then an industry and region from the pull down menu.

*Encyclopedia of Consumer Brands* (**Hesburgh Reference, 1st Floor - HF 5415.3 .E527 1994**) This 3 volume set provides concise yet detailed profiles of major consumer brands. Included are brand histories, marketing strategies, market share, and agency information. Excellent background material.

*Factiva* (<http://bic.library.nd.edu/>). Includes the full text of the Wall Street Journal and other

business publications, newswire reports, stock quotes, financials, and other SEC company information. Launch *Factiva* by going to the page noted above and selecting the *Find Resources by Title (A – Z)* link on the right hand side of the page. Then select *F*. From the list of resources that appears, select *Factiva*. Select the *Companies/Markets* tab at the top of the page to search for a company.

### BUSINESS INFORMATION SOURCES (especially electronic products)

Most electronic systems in the library provide brief instructions to make them very useful and user-friendly sources for gathering information. Hint: Focus your search on marketing activities specifically using the “guided” or “expert” search method. For example, you may want to start with *McDonald's and Marketing* as your key search terms, rather than simply entering *McDonald's*. Otherwise, you may end up with too many articles, many of which are only marginally relevant.

*ABI/INFORM Global* (<http://bic.library.nd.edu/>) with article abstracts (and sometimes full text versions) from over 2,000 business journals on companies, products, business conditions and other business topics. Launch *ABI/INFORM Global* by going to the page noted above and selecting the *Marketing* link on the right hand side of the page under *Resources by/for subject*. From the list of resources that then appears, click on *ABI/INFORM Global*.

*Business Source Premiere* (<http://bic.library.nd.edu/>) Provides the full text for nearly 930 journals covering business, management, economics, finance, marketing, and much more. Launch *Business Source Premiere* by going to the page noted above and selecting the *Marketing* link on the right hand side of the page under *Resources by/for subject*. From the list of resources that then appears, click on *Business Source Premiere*.

*Business and Company Resource Center* (<http://bic.library.nd.edu/>) Includes journal article abstracts, including many full text journals, newswire reports, and investment reports. This resource contains listings for over 150,000 companies as well as investment analysts' reports on major companies and industries. Launch *Business and Company Resource Center* by going to the page noted above and selecting the *Marketing* link on the right hand side of the page under *Resources by/for subject*. From the list of resources that then appears, click on *Business and Company Resource Center*.

### MARKET SHARE INFORMATION

*Advertising Age*: (**Current issues in Hesburgh Library Periodicals Center HF 5801 .A244**) Also available in electronic format in *ABI/INFORM Global* (11/15/1999 - present); *Business & Company Resource Center* (06/01/1997 - present); *Factiva* (10/01/1991 - present). Special September Issue each year profiles the top 100 national advertisers. The profiles review each company's marketing strategy and include data on market share, industry sales, and competing brands.

*Market Share Reporter* (**Hesburgh Library - Closed Reference, 1st Floor - HF 5415.122**)

**.M375**) Now also available via *Business and Company Resource Center* (<http://bic.library.nd.edu/>), this title provides an annual compilation of market share reports from periodical literature and brokerage reports. This source provides market share information for companies, products, and services but not for individual brands. In *Business and Company Resource Center* use the *Advanced Search* and select *Rankings* from the *Content Area* pull down menu.

*Marketing Fact Book* : ( **Hesburgh Library - Closed Reference, 1<sup>st</sup> Floor - HD 9321.4 .M375 1998**). Ask for this book at the Hesburgh Library Reference Desk. A very useful source that provides market share information at the brand and product form level for a variety of packaged goods. Valuable information about consumer behavior is also included. For example, presents information about the proportion of households that purchase specific brands, the length of the purchase cycle, brand loyalty levels, as well as information on trade and consumer promotion activity within the category.

## MEDIA INFORMATION

*Ad \$ Summary* (**Hesburgh Reference, 1st Floor HF 5801 .A18, 1994-1998**) this LNA/Media Watch Multimedia Service publications provides useful information on category media spending and brand media spending (in total - also indicates which major media have been used to advertise the brand). This data can be used in calculating share of voice on a brand-wise basis.

*Simmons Market Research Bureau: The Study of Media and Markets*: (**Hesburgh Reference, 1<sup>st</sup> Floor, HF 5415.2 .S55 - 1994**) Provides detailed product usage data as well as detailed demographic and media breakouts. Twenty-five volumes covering a range of product categories are included.

*Mediamark Reporter* (<http://bic.library.nd.edu/>) Provides detailed product usage data. Data also detailed by major demographic categories and media vehicles. Launch *Mediamark Reporter* by going to the page noted above and selecting the Marketing link on the right hand side of the page under *Resources by/for subject*. Then click on the link *View all Business, Marketing resources*. From the list of resources that then appears, click on *Mediamark Reporter*.

*Standard Directory of Advertising Agencies* (**Hesburgh Reference, 1st Floor - HF 5805 .S72 and for Supplements- HF 5805.S786, Index Table A**) This directory, sometimes referred to as *The Redbook* lists all major U.S. advertising agencies, their clients, billings, and the names of senior management.

*SRDS Series: Advertising Options Plus; Directory of Out-of-home Media; Business Publication Advertising Source; Consumer Magazine Advertising Source; Newspaper Advertising Source; Radio Advertising Source; TV & Cable Source* (**Hesburgh Reference - 1st Floor- HV 5805 .A384**) This series of publications provide detailed information on advertising rates, policies, insert costs, mechanical specifications, circulation/distribution.

GENERAL BUSINESS PERIODICALS (Note: Sources of full text electronic version also supplied with years of content within that database indicated. Use the *eJournal Locator* (<http://eresources.library.nd.edu/ejournals/search.php>) to locate links to specific individual journal titles.)

*Business Week*: (**Hesburgh Library Current Periodicals - 111 HESB - HF 5001 .B964**)  
Electronic version available in *Lexis/Nexis Academic* (01/13/1975 - present); *Business Source Premier* (10/21/1996 - present);

*Newsweek*: (**Hesburgh Library Current Periodicals -111 HESB- AP 2 .N479**) Electronic version available in *Lexis/Nexis Academic* (01/06/1975 - present); *Business Source Premier* (01/01/1990 - present).

*Forbes* (**Hesburgh Library Current Periodicals -111 HESB- HF 5001 .F741**) Electronic version available in *Business Source Premier* (01/08/1990 - present); *ABI/INFORM Global* (04/15/1991 - present).

*U.S. News & World Report*: (**Hesburgh Library Current Periodicals -111 HESB- JK 1 .Un3**) Electronic version available in *Lexis/Nexis Academic* (01/06/1975 - present); *Business Source Premier* (05/07/1990 - present).

*Fortune* (**Hesburgh Library Current Periodicals -111 HESB- HF 5001 .F779**) Electronic version available in; *Lexis/Nexis Academic* (2 years ago - present); *ABI/INFORM Global* (01/13/1992 - present); *Business Source Premier* (01/27/1992 - present).

#### ADDITIONAL BUSINESS RELATED NEWSPAPERS

*Marketing News* (**Hesburgh Library Current Periodicals - 111 HESB- HF 5415 .M3155**) Electronic version available in *Lexis/Nexis Academic* (01/07/1991 - present); *ABI/INFORM Global* (01/07/1991 - present); *Business Source Premier* (07/19/1993 - present).

*Brandweek* (**Hesburgh Library Current Periodicals -111 HESB**) Electronic version available in: *Lexis/Nexis Academic* (04/01/1991 - present); *Business Source Premier* (01/03/1994 - present); *ABI/INFORM Global* (03/27/1995 - present).

*Wall Street Journal*: (Eastern edition) (**Hesburgh Library Current Periodicals -111 HESB**) Electronic version available in *Factiva* (01/02/1984 - present).

## ACADEMIC RESEARCH-RELATED PERIODICALS

*American Demographics* (**Hesburgh Library Current Periodicals -111 HESB-HB 3505.A66**). Electronic version available in *Lexis/Nexis Academic* (01/01/1990 - present); *Business Source Premier* (01/01/1992 - present); *ABI/INFORM Global* (01/01/1995 - present).

*Harvard Business Review*: (**Hesburgh Library Current Periodicals -111 HESB-HF 5001 .H261**): Electronic version available in the *Business Source Premier* (10/01/1922 - present).

*Journal of Advertising* (**Hesburgh Library Current Periodicals -111 HESB- HF 5801 .J59**) Electronic version available in: *Business Source Premier* (03/01/1972 - present); *ABI/INFORM Global* (03/01/1992 - present).

*Journal of Advertising Research* (**Hesburgh Library Current Periodicals -111 HESB-HF 5801 .J86**) Electronic version available in: *ABI/INFORM Global* (01/01/1992 - present); *Business Source Premier* (03/01/1965 - present).

*Journal of Consumer Research* (**Hesburgh Library Current Periodicals -111 HESB-HC 110 .C6 J6**) Electronic version available in: *Business Source Premier* (06/01/1974 - present); *ABI/INFORM Global* (12/01/1998 - present).

*Journal of Marketing* (**Hesburgh Library Current Periodicals (111 HESB) HF 5415 .A2 J826**) Electronic version available in *Lexis/Nexis Academic* (01/01/1991 - present); *ABI/INFORM Global* (01/01/1992 - present); *Business Source Premier* (07/01/1936 - present).

*Mediaweek* (formerly *MM: Marketing and Media Decisions*) (**Hesburgh Library Current Periodicals -111 HESB HF 5801 .M39**) Electronic version available in: *Business Source Premier* (01/02/1995 - present); *ABI/INFORM Global* (02/21/1994 - present).

*Sloan Management Review* (**Hesburgh Library Current Periodicals -111 HESB- HD 28 .I42**) Electronic version available in: *Business Source Premier* (03/01/1965 - present); *Business & Company Resource Center* (09/01/1991 - present).

## OTHER REFERENCE SOURCES

Annual Company Reports use *Mergent Online* (<http://bic.library.nd.edu/>)

*Encyclopedia of Associations*: (Hesburgh Reference -1st Floor- Closed Reference HS 17 .G152) Now available via *Business and Company Resource Center* (<http://bic.library.nd.edu/>). In *Business and Company Resource Center* use the *Advanced Search* feature and select *Associations* from the *Content Area* pull down menu.

*Statistical Abstract of the U.S.* (**Hesburgh Reference -1st Floor- Closed Reference HA 202**) Ask for this at the Hesburgh Library Reference Desk. Also available via the Web (<http://www.census.gov/statab/www/>)

*U.S. Industry & Trade Outlook* (formerly *U.S. Industrial Outlook*) (**Hesburgh Reference - 1st Floor- Closed Reference HC 106.5 .A321**) Ask for this at the Hesburgh Library Reference Desk.

*U.S. Global Trade Outlook* (CD-ROM) (formerly *U.S. Industrial Outlook*) (**Documents Center (1st FL HESB) SuDoc CD-ROM C 61.34/3 :**)

U.S. Department of Commerce: Bureau of the Census ([www.census.gov](http://www.census.gov))