

INTERNATIONAL MARKETING SOURCES (MKT 370)

at the

Robert Morris University

Thomas Jefferson Library

www.robertmorris.edu/library

Articles = Databases
Books = RMC Catalog
Internet = Web Resources/Business/International Marketing

ARTICLES

Databases:

- **Business & Company Resource Center**
- **EBSCO: Business Source Elite**
- **Lexis-Nexis**
- **Standard & Poor's Industry Surveys and Stock Reports**
- **Wall Street Journal**

Sample search strategies:

Japan and sauce and (marketing or advertising or promotion)

Mexico and tequila and (distribution or transportation or retail)

WORLD WIDE WEB SITES

Mr. Vileta's International Business – www.d.umn.edu/~jvileta/

“**Country Guides A-Z**” is excellent for country information and

“**International Marketing**” in the left margin

GlobalEdge (MSU)

<http://globaledge.msu.edu/ibrd/ibrd.asp>

U.S. State Dept. Country Guides

www.state.gov/countries

Chambers of Commerce (Global)

www.worldchambers.com

SOURCES BY SUBJECT

Business Etiquette/Guide

D & B Guide to Doing Business Around the World

Ref 658.848

Kiss, Bow, or Shake Hands

Ref 395.52/MOR

International business and social etiquette

Chambers of Commerce (Global)

www.worldchambers.com

Country guides:

See **Country Business Guide** series & **Passport Series (Ref 658.8481)** :

U.S. State Department Countries & Regions

www.state.gov/countries

Culture

Cultures of the World	Ref 305.8003/emb
Culturgrams (Africa, Asia, Oceania, Europe & the Americas)	Ref 909.82
Encyclopedia of World Cultures	Ref 305.097/enc
Ethnic Groups Worldwide	Ref 305.8/lev
Worldmark Encyclopedia of Cultures & Daily Life	Ref 305.8003/wor
Worldmark Encyclopedia of the Nations	Ref 909/wor

Distribution

***USA Trade**

Food Market Structures (USDA)	www.usatrade.gov
Production, Supply & Distribution Database	www.ers.usda.gov

Reference Books

International Marketing Data & Statistics, Euromonitor	Ref 658.834/INT
The World Trade Press <i>Country Business Guide</i> Series:	
Argentina Business	Ref 658.848/arg
Australia Business	Ref 658.848/aus
Canada Business	Ref 658.848/can
China Business	Ref 658.848/chi
Hong Kong Business	Ref 658.848/hon
Japan Business	Ref 658.848/jap
Korea Business	Ref 658.848/kor
Mexico Business	Ref 658.848/mex
Philippines Business	Ref 658.848/phi
Taiwan Business	Ref 658.848/tai
USA Business	Ref 658.848/usa

World Trade Almanac

U.S. State Dept. Country Guides	Ref 382.05/WOR
Distributor Match	www.state.gov
Food Market Structures (USDA)	www.distributormatch.com
Production, Supply & Distribution Database	www.ers.usda.gov

Embassies/Consulates General

www.embassy.org
<http://usembassy.state.gov>

Exchange Rates

www.x-rates.com

Export

Centre for International Trade	www.centretrade.com
How to Get Started in International Trade	658.848/nel
International Trade Administration of U.S. Dept. of Commerce	www.ita.doc.gov
TradeNet's Export Advisor	www.tradenet.gov
Illinois Trade Office	www.commerce.state.il.us

Financial

Assn. For International Business (AIB)	www.aib-world.org/general.shtml
Europa (European Union)	http://europa.eu.int
World Bank	www.worldbank.org

World Trade Org.	www.wto.org
<u>Gross Domestic Product</u>	
Bureau of Economic Analysis National, International & Industry GDP	www.bea.doc.gov
<u>Gross National Product (GNP)</u>	
Europa World Year Book	Ref 909/eur
Facts about the countries, GNP	
Statistical Abstract of the World	Ref 312/sta
Statistical data on countries, GNP	
<u>International Companies & Brands</u>	
Encyclopedia of Global Industries	Ref 338.09/ENC
European Marketing Data & Stats.	Ref 658.8009/EUR
Hoover's Handbook of World Business	Ref 338.7/HOO
Look up international company profiles	
International Companies & their brands	Ref 658.827/int
Thomas Global Register	www.tgrnet.com
Thomas Register of European Manufacturers	www.tipcoeurope.com
World Cosmetics & Toiletries Marketing Directory	Ref 658.834/WOR
World Drinks Marketing Directory	Ref 664.06/WOR
World Food Marketing Directory	Ref 380.1/WOR
<u>Marketing & Advertising</u>	
Advertising Worldwide	Ref 659/klo
International Marketing Data & Statistics, Euromonitor	Ref 658.834/INT
International Marketing Forecasts, Euromonitor	Ref 658.834/INT
Leo Burnett Worldwide Advertising & Fact Book	Ref 659.1/BUR
<u>Media</u>	
International Media Guide:	
Americas	Ref 015.7035/bus
Asia Pacific/Middle East/Africa	Ref 015.4034/int
Worldwide Consumer Magazines	Ref 050.25/con
Worldwide Newspapers	Ref 070.025/news
International Marketing Data & Statistics, Euromonitor	Ref 658.834/INT
<u>Statistical Data</u>	
CIA World Factbook (data on countries)	www.cia.gov/cia/publications/factbook
Cities of the World	Ref 910.202/hub
Countries of the World	Ref 909.828/cou
Europa World Year Book	Ref 909/eur
Facts about the countries, GNP	
The Statesman's Yearbook	Ref 310.9/sta
Statistical data on countries & international orgs.	
Statistical Abstract of the World	Ref 312/sta
Statistical data on countries, GNP	
UN International Trade Centre	www.intracen.org
Provides information on global markets and trade statistics by country	

U.S. Department of State www.state.gov
Country Commercial Guides
World Almanac Ref 317.3/wor
Current demographics & statistics

Tariffs

Small Business Administration's Office of International Trade - www.sba.gov/OIT
International Trade Administration www.ita.doc.gov
U.S. Dept. of Commerce, Tariff and Tax Information

Transportation

Bureau of Transportation www.bts.gov/programs/international
- North American Transportation Highlights
- Transportation Statistics Annual Reports
- Worldwide Transportation Directory
- Latin American Fact Sheets

Roadway Express Business Resources www.roadway.com/shippers/sbrc.html
Valuable links on lots of topics

12/04 njro
5/14/09 jrr