

Marketing Resources

in the Robert Morris University Library

Online Databases

(Go to the Library's web page- www.robertmorris.edu/library/databases/)
(All Library Databases listed may be accessed off campus)

- Lexis/Nexis-** Hoover's Company Reports and Magazine articles, also SEC Documents.
- Proquest-** This is the only online full-text access to the **Wall Street Journal**.
- Business and Company Resource Center-** Company profiles, SIC # and Industry information. Marketing Reports by **Datamonitor**.
- Business Source Elite-** Magazine and journal articles from a variety of sources including **Harvard Business Review**. Plus access to **Datamonitor Reports** under Company Profiles.
- Standard & Poor's Online-** Go here for company & industry data.

Search Strategy

Use the **AND** word to link to terms together in the databases: **Business Source Elite**, **Proquest** and **Lexis/Nexis**.

- Example:
- Wal-mart and marketing
 - Wal-mart and marketing and strategy
 - Wal-mart and pricing
 - Wal-mart and target market
 - Wal-mart and target market and demographics
 - Wal-mart and advertising
 - Wal-mart and branding
 - Wal-mart and marketing and internet or television or radio or print media
 - Wal-mart and marketing and packaging
 - Wal-mart and marketing not public relations
 - Wal-mart and product and marketing

Web Sites:

Web Links can be found at

<http://www.robertmorris.edu/library/webresources/wrbusiness/>

CEO Express

www.ceoexpress.com

Corporate Information

www.corporateinformation.com

Marketing Resource Center

www.marketingsource.com

Reference Books

This is a limited selection of Reference books. Please ask your **Reference Librarian** for other reference books related to the topic of study, since there are many more.

Market Share Reporter

REF 338.476 Mar

Marketing Management

REF 658.8 Kot

Consumer USA

REF 658.834 Con

Encyclopedia of Consumer Brands

REF 658.827 Enc

Household Spending

REF 339.4709 Hou

Journals

This is a list of journal titles that are available through Robert Morris University Databases. These are titles that Marketing Professors like to see cited in papers.

Adweek (Business Source Elite)

Brandweek (Academic Search Premier)

Crain's Chicago Business (Lexis/Nexis)

The Economist (Lexis/Nexis)

Fast Company (Lexis/Nexis)

First Things (Academic Search Premier)

Forbes (Business Source Elite)

Fortune (Business Source Elite)

Harvard Business Review (Business Source Elite)

Journal of International Marketing (Business Source Elite)

Journal of Marketing Management (Business Source Elite)

Journal of Marketing Research (Business Source Elite)

Marketing Education Review (Business Source Elite)

Marketing News (Lexis/Nexis)

Marketing Report (Lexis/Nexis)

New Media Age (Lexis/Nexis)

Wall Street Journal (Proquest)

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