

How do I access marketing books and other library resources?

- **To find materials in UNC's Libraries:** Search the UNC Libraries' online catalog via the Source (<http://source.unco.edu>).
- **To find materials in Colorado libraries:** Search a combined catalog of 16 academic and public libraries via Prospector (<http://prospector.coalliance.org/>).
- **To find materials from libraries around the world:** Search Worldcat, a worldwide catalog of over 49 million items by selecting **Worldcat** on the Libraries' **Article Finder** (<http://library.unco.edu/articlefinder.htm>) web page. Resources from other libraries may be requested through Interlibrary Loan by using a webZap form found on the Interlibrary Loan web page (<http://www.unco.edu/library/ill.htm>).

Where do I find marketing business articles and research online?

Access online business databases to obtain journal articles and specialized international business resources. Access the following databases from the Libraries' **Article Finder** (<http://library.unco.edu/articlefinder.htm>) web page. Recommended databases include:

- **Business and Company Resource Center** (InfoTrac) – find company profiles and histories, investment reports, brand information, and rankings (some full-text resources 1980-present).
- **Business Source Premier** (EBSCOhost) – provides full text for over 2,800 scholarly business journals. The database also provides country economic reports and over 5,000 detailed company profiles.
- **EconLit** - produced by the American Economic Association. EconLit indexes and abstracts journal articles, essays, research papers, books, dissertations, book reviews, and working papers from 1969-present.
- **LexisNexis Academic** – access business and industry news, company financials, and SEC filings (some full-text resources).
- **LexisNexis Statistical** – access statistics produced by federal agencies, states, and intergovernmental organizations.
- **PROMT** (InfoTrac) – includes business and trade publications, industry newsletters, market research studies, and regional business journals (3 year backfile).
- **Regional Business News** (EBSCOhost) – a full text newswire database that incorporates business wires from all over the world.
- **StatUSA** – access the Globus & NTDB section of this database to get international market research, country analysis, and other trade information

Note: To access a specific journal title in print or electronic form, see the [Periodical Title Search - Journals, Magazines, Newspapers](#) page.

How to find information about potential customers

Use these resources to identify demographics or customer preferences. All print resources are available in Michener Reference unless otherwise noted.

- **American FactFinder** (<http://factfinder.census.gov/servlet/BasicFactsServlet>) – access demographics from the U.S. Census Bureau.
- **American Generations**. HC110 .C6 M545 2003

- **American Men & Women.** HB1755 .A3 A44 2000
- **Colorado Demography Office** (<http://dola.colorado.gov/demog/demog.cfm>) -- provides Colorado demographics on a wide range of topics; see especially the *Subjects A-Z* section.
- **Commercial Atlas & Marketing Guide.** Atlas Area G1019 .R3
- **Consumer USA 2004.** HC101 .C744 2004
- **Demographics of the U.S.: Trends and Projections.** HB849.49 .R875 2000
- **Demographics USA County Edition.** HC106.7 .S863
- **Demographics USA Zip Edition.** HF5415.33.U6 D46
- **General Demographics: Colorado** (<http://www.census.gov/prod/cen2000/dp1/2kh08.pdf>) – provides Census data for the state, cities, Census designated places, towns, primary metropolitan statistical areas, congressional districts, and Indian reservations.
- **Household Spending: Who Spends How Much on What** HC110.C6 A666 2003
- **Lifestyle Market Analyst.** HF5415.33.U6 L54
- **MediaMark Reporter.** HF5415.2 .M43 Michener Reserve – similar to *Simmons Choices III*, *MediaMark Reporter* is a CD-ROM product helpful for identifying target markets.
- **Soucebook of Zip Code Demographics.** HA203 .S67 Michener Government Publications.
- **Simmons Choices III.** HC110.C6 C47 Michener Reserve – use this CD-ROM to identify consumer characteristics. A guide to this database is available at <http://library.unco.edu/guides/business/choices3.pdf>. Consider making an appointment with the Business Reference Librarian before using this complex resource.
- **Weld County Demographics** (<http://www.co.weld.co.us/demographics/>)

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Business Reference Librarian serving the [Kenneth W. Monfort College of Business](#)

Office Hours: Monday and Thursday 1-2:30, Kepner 0030; Tuesday 6-9, Michener Library Reference Desk

Updated: 2/13/2007

Access this guide online @: <http://www.unco.edu/library/guides/business/marketing.pdf>