

Marketing 477 – Fall 2009

International Marketing

Library Guide Information

URL: <http://libguides.csuchico.edu/internationalmarketing>

Business Librarian

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Drop in consultations @ Reference Desk (2nd floor): Thursdays 12-1; Fridays 1-3.

Or by appointment.

Guide Tabs – Tabs contain a variety of online & print sources, such as databases, reference books, & websites.

Country information

Culture & etiquette

Export & trade guides

Citing sources

Country statistics

Marketing, sales & distribution

Articles, books & web

Handout

Library Databases - Available from the ReSEARCH Station/DatabasesA-Z <http://www.csuchico.edu/lref/dbaz.html>.

Stat-USA (country profiles, country commercial guides, market research)

Country Watch

Mintel (market research reports for Europe)

Business Source Premier (country profiles, articles, some market research)

ABI/Inform (country profiles, market research)

Essential tools in all formats

ABI/Inform (library database)

Business Source Premier (library database)

CIA World Factbook (web site)

Country Watch (library database)

Country Commercial Guide

(in Stat-USA & Export.gov)

Culturgrams (reference book)

European Marketing Data & Statistics

(reference book)

Executive Planet (web site)

Export.gov (free web site w/registration for some info)

Exporter's Encyclopedia (reference book)

Internat'l Marketing Data & Statistics (reference book)

Kiss, Bow, Shake Hands (reference book)

Mintel (library database)

Stat-USA (library database)

Worldmark Encyclopedia of Cultures & Daily Life

(reference book)

World Consumer Lifestyles Databook (reference book)