

## **CVA Guide to Selected Resources for Marketing**

Available at [http://www.cva.edu/pdf/L\\_Marketing.pdf](http://www.cva.edu/pdf/L_Marketing.pdf)

### ***General Resources -***

#### **Marketing Dictionaries and Research Guides**

Blackwell Encyclopedic Dictionary of Marketing. (Ebsco eBook Collection)\*

Dictionary of Marketing Terms. (Ebsco eBook Collection)\*

Dictionary of Marketing Terms: Barron's Business Guide . (Ebsco eBook Collection)\*

\**Ebsco eBook Collection* (Select from CVA database list)

<http://www.cva.edu/library/dbtone/> (On campus access)

<http://www.cva.edu/library/dbtoffe/> (Off campus access)

Hill Guide to Market Research. NOTE: If it does not open in Safari, use Firefox.

<http://www.jjhill.org/resources/guides/HillGuidetoMarketResearch.pdf>

#### **Business Plans & Marketing Plan**

Business Plan Examples. <http://www.businessplans.org/businessplans.html>

Business Plans Index. <http://www.clpgh.org/subject/business/bplansindex.html>

Bplans.com. [http://www.bplans.com/Sample\\_Business\\_Plans/index.cfm](http://www.bplans.com/Sample_Business_Plans/index.cfm)

### ***Company Information -***

#### **Company Overviews & Directory Information**

Business Source Premier. *EBSCO* (Select from CVA database list)

<http://www.cva.edu/library/sonbus/> (On campus access)

<http://www.cva.edu/library/soffbus/> (Off campus access)

Hill Guide to Researching a Company.

<http://www.jjhill.org/resources/guides/HillGuidetoResearchingaCompany.pdf>

#### **Business News**

Business Source Premier. *EBSCO* (Select from CVA database list)

<http://www.cva.edu/library/sonbus/> (On campus access)

<http://www.cva.edu/library/soffbus/> (Off campus access)

CNN Business News. <http://money.cnn.com/>

Proquest Newsstand. (Select from CVA database list)

<http://www.cva.edu/library/sonbus/> (On campus access)

<http://www.cva.edu/library/soffbus/> (Off campus access)

Regional Business News. *EBSCO* (Select from CVA database list)

<http://www.cva.edu/library/sonbus/> (On campus access)

<http://www.cva.edu/library/soffbus/> (Off campus access)

### ***Industry Information -***

#### **Product and industry trade news - trade journal articles and abstracts**

Business Source Premier. *EBSCO* (Select from CVA database list)

<http://www.cva.edu/library/sonbus/> (On campus access)

<http://www.cva.edu/library/soffbus/> (Off campus access)

Hill Guide to Researching an Industry.

<http://www.jjhill.org/resources/guides/HillGuidetoResearchinganIndustry.pdf>

Manufacturing and Services Industry Summaries. <http://www.trade.gov/mas/>

### **Product Codes**

North American Industry Classification Systems (NAICS Codes)

<http://www.census.gov/eos/www/naics>

### **Associations**

Associations on the Net. <http://www.ipl.org/div/aon/>

Directory of Minnesota Business and Professional Associations 2008

<http://www.jjhill.org/resources/guides/Associations2008.pdf>

### **Competitors & Suppliers**

Thomas Register. <http://www.thomasregister.com/>

U.S. Patent and Trademark Office. <http://www.uspto.gov/>

### **Business Statistics**

Economic Census of the United States. <http://www.census.gov/econ/census07/>

Statistical Abstract of the United States <http://www.census.gov/compendia/statab/>

#### *Target Markets -*

### **Demographic Data**

American FactFinder. <http://factfinder.census.gov/>

Consumer Expenditure Survey. <http://www.bls.gov/cex/home.htm>

Metropolitan Council of the Twin Cities. Regional statistics

<http://www.metrocouncil.org/metroarea/stats.htm>

MN State Demographic Center. <http://www.demography.state.mn.us/>

U.S. Census Bureau. <http://www.census.gov/>

#### *Promotion and Distribution -*

### **Promotion & Placement**

Minnesota Media Directory. <http://politicsinminnesota.com/media-directory/>

### **Distribution Channels, Trade Shows, & Events**

Trade Show News Network. <http://www.tsnm.com/>

#### *Other Library Resources -*

Hennepin County Libraries Subject Guide: Marketing - Databases are limited to

Hennepin County patrons but the websites that are listed are accessible.

<http://www.hclib.org/pub/search/SubjectGuides.cfm?Topic=Business/Investments>

J.J. Hill Reference Library - Offering business professionals essential information and researching tools for understanding the various aspects of running a business.

<http://www.jjhill.org/>

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