

MARKETING

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KEYWORDS

This guide concerns marketing in the sense of anticipating, enlarging and satisfying demand through the design of products, promotions and distribution methods.

TOOLS TO GET STARTED

About.com Marketing links, <http://www.marketing.about.com/smallbusiness/marketing/mbody.htm>
 American Marketing Association, <http://www.ama.org/> (Publishes *Marketing News* & other news and scholarly journals)
 Kotler, Philip. *Marketing management: Analysis, Planning, Implementation, and Control*, 9th, 1997
 L.A. Times Advertising & Marketing section, <http://www.latimes.com/business/admark/>
 Mercer, *Marketing : the Encyclopedic Dictionary*, 1999
 Perrault, *Applications in Basic Marketing*, HF5415.13.M369 1998
 Perrault, *Basic Marketing*, 12th, HF5415.13.M369 1996
 Postma, *New Marketing Era: Marketing to the Imagination in a Technology-Driven World*, HF5415.P642 1998
 Riggs, *Encyclopedia of Major Marketing Campaigns*, HF5837.E53 1999
 Schmitt, *Experiential Marketing*, HF5415.13.S343 1999
 Tedlow, *New and Improved: the Story of Mass Marketing in America*, 1996
 White, *Complete Idiot's Guide to Marketing Basics*, HF5415.W543 1997
 Yahoo Marketing links, <http://dir.yahoo.com/business/marketing/>

MARKETING A - Z:

CONSUMER ANALYSIS

Aaker, *Marketing Research*, 6th, 1998
 Blankenship, *State of the Art Marketing Research*, 1998
 Lehmann, *Marketing Research*, 1998
 Marketing Research Association Blue Book, <http://www.bluebook.org/scripts/bluebook/search.cfm> (Extensive directory)
 Marketing Research Association Code of Ethics, http://www.mra-net.org/industry/code_dcs.cfm
 Stevens, *The Marketing Research Guide*, 1997

DEMOGRAPHICS

Ambry, *The Official Guide to Household Spending*, 1993
 American Demographics, <http://www.marketingtools.com/> (Monthly magazine)
Complete Demographic Reference Guide: Zip Code Edition, 1994
 Droste, *Gale Book of Averages*, 1994
 Kinter, *Demographics: a Casebook for Business and Government*, 1997
 Lazer, *Handbook of Demographics for Marketing and Advertising*, 1994
 U.S. Bureau of the Census, *Statistical Abstract of the United States* (Annual report since 1878)

MARKET ANALYSIS

American Business Information ABI/Inform (Subscriber-only online database of articles and abstracts from business publications)
 Bloomberg News, <http://www.bloomberg.com/welcome.html>
 CNN Financial, <http://cnfnf.cnn.com/>
 Dow Jones Interactive (Subscriber-only online database of business news & data)

Gale Research, *Encyclopedia of Emerging Industries*, 2nd, 1999

Gale Research, *Market Share Reporter* (1991-)

Standard and Poor's *Industry Surveys* (1984-)

Wilson Business Abstracts (periodical)

MARKET SEGMENTATION

Journal of Segmentation in Marketing, <http://publ.ac.uk/journals/bus/jsim/> (Abstracts of articles)

Market Segmentation, <http://www.buseco.monash.edu.au/Subjects/MKT/MTPOonline/mktsegment.html> (Outline)

Market Segmentation: an Overview, <http://www.ac.wvu.edu/~market/tj/courses/330/segment.html>

McDonald, *Market Segmentation: How to Do It, How to Profit from It*, 1998

Wedel, *Market Segmentation: Conceptual and Methodological Foundations*, 1998

SALES FORECASTING

Hanke & Reitsch, *Business Forecasting*, 6th, 1998

CONSUMER BEHAVIOR

Blythe, *The Essence of Consumer Behavior*, 1997

Brown, What Is Consumer Buying Behavior? <http://www.udel.edu/alex/chapt6.html>

Consumer Expenditure Surveys, <http://www.bls.gov/scxhome.htm> (U.S. Bureau of Labor Statistics)

Eastwood, *The Microeconomics of Consumer Behavior*, 1997

Farrel, *How Hits Happen: Forecasting Predictability in a Chaotic Marketplace*, HF5415.32.F37 1998

Foxall, *Consumer Psychology for Marketing*, 2nd, 1998

Hawkins et al, *Consumer Behavior*, 8th, 2001

Schiffman & Kanuk, *Consumer Behavior*, 7th, 1999

Statt, *Understanding the Consumer: a Psychological Approach*, 1997

THE CONSUMER DECISION PROCESS

Earl et al, *The Elgar Companion to Consumer Research and Economic Psychology*, 1999

PURCHASING PROCESS

Enticing Online Shoppers to Buy, http://www5conf.inria.fr/fich_html/papers/P50/Overview.html (Case study)

DEVELOPMENT OF PRODUCTS

Bacon, *Achieving Planned Innovation : a Proven System for Creating Successful New Products and Services*, 3rd, 1998

Cohen, *The Marketing Plan*, 2nd, 1997

Product Development & Management Association, <http://www.pdma.org/>

Rogers, *Diffusion of Innovations*, 4th, 1995

Rosenau et al, *The PDMA Handbook of New Product Development*, 1996

Rosenau, *Successful Project Management*, 3rd, 1998

BRANDING

Aaker, *Building Strong Brands*, HD69.B7A216 1996 (Excerpts at

<http://www.haas.berkeley.edu/~market/PAPERS/AAKER/BOOKS/build.html>

Aaker, *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, 1991

Blik, *Trademarks of the 60s and 70s*, NC998.5.B47 1998

Bowbrick, *The Economics of Quality, Grades and Brands*, 1992

Digital Wisom, *Logos & Trademarks CD-Rom*, 2000

Finterer-Stuber, *Marken und Signete*, T273.V2F5 1957

Jorgensen, *Encyclopedia of Consumer Brands*. St. James Press, 1994. 3 vols

Klein, *No Logo: Taking Aim at the Brand Bullies*, 1999

"Logos: Timeless Signs," *Novum*, July 1999 (Theme issue)

A Short Introduction to Branding, <http://www.brand.com/frame8.htm>

Upshaw, *Building Brand Identity*, 1995

U.S. Trademark Electronic Search System (TESS), <http://tess.uspto.gov/bin/gate.exe?f=tess&state=ud5d3n1.1> (Fun)

Wildbur, *International Trademark Design*, T324.257 1979

PACKAGING

Denison, *Packaging Prototypes: Design Fundamentals*, 1999

Jankowski, *Shelf Space: Modern Package Design 1945-1965*, 1998

Pack Info World, <http://www.packinfo-world.org/WPO/> (Extensive links)

Packaging Strategies, <http://www.packstrat.com/>

Packexpo, <http://www.packnet.com/> (Packaging manufacturers association)

POSITIONING

Mela, Positioning, <http://www.nd.edu/~cmela/mark370/chap4/sld001.htm>

Rhim, *Spatial Competition in Facility Location and Product Positioning*, 1996

TESTING

- Greenbaum, *The Handbook for Focus Group Research*, 1998
Krueger & Casey, *Focus Groups: a Practical Guide for Applied Research*, 2000
Product Testing Services (PTS), <http://www.product-testing.com/> (Commercial service)

DISTRIBUTION PLANNING

- Harvard Business Review on Managing the Value Chain*, 2000
Simchi-Levi, *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies*, 2000
Survey of Network Models, <http://www.seas.smu.edu/~barr/ip/ch0/ch0.html>

CHANNELS

- Brown, Types of Channels of Distribution, <http://www.udel.edu/alex/chapt15.html#type>
Rolnicki, *Managing channels of distribution*, 1998

RETAILING

- Alexander, *International Retailing*, 1997
Alexander & Akehurst, *The Emergence of Modern Retailing, 1750-1950*, 1999
Bell & Salmon, *Introduction to Retailing: Text and Cases*, 1996
Benson & Shaw, *The Retailing Industry*, 1999
Cox, *The Complete Tradesman: a Study of Retailing, 1550-1820*, 2000
Crossick & Jaumain, *Cathedrals of Consumption: the European Department Store, 1850-1939*, 1999
Hadjimarcou, Principles of Retailing, <http://calc.utep.edu/jhadjima/RMhome.htm>
Motley Fool, Retail Roundup 2001, <http://www.fool.com/news/2000/retail001219.htm>

WHOLESALE

- Brown, Nature and Importance of Wholesaling, <http://www.udel.edu/alex/chapt15.html#nature>
Wholesale Source Magazine, <http://www.wsmag.com/>
Yahoo Wholesalers links, http://dir.yahoo.com/Business_and_Economy/Business_to_Business/Wholesalers/

DISTRIBUTION; RETAIL ENVIRONMENT

- Corstjens, *Store Wars: the Battle for Mindspace and Shelfspace*, HF5415.122.C67 1995
Diamond & Pintel, *Retailing*, 6th, HF5429.P57 1996
Inman, *Where the Rubber Meets the Road: a Model of In-Store Consumer Decision Making*, 1998

DESIGN

- Barr, *Designing To Sell: a Complete Guide to Retail Store Planning and Design*, 2nd, HF5429.B667 1995
Broudy, *Time-Saver Details for Store Planning & Design*, 1995
Institute of Store Planners, *Stores and Retail Spaces*, 1998
Pegler, *Retail Entertainment*, HF5845.P363 1998
Point of Purchase Times, <http://www.popjobs.com/>
Portas, *Windows: the Art of Retail Display*, 1999
VM + SD (Monthly magazine covering visual merchandising and store design)
VM + SD, *Visual Merchandising*, 1997

LOCATION

- Lupton, Retail Management, <http://www.cwu.edu/~luptonr/ME467/CH08&9/index.htm>
St. Charles, Choosing a Retail Location, <http://www.win.org/library/services/busgov/busstart/lsretloc.htm>
Thrall, Retail Location, <http://web.clas.ufl.edu/users/thrall/retail1/index.htm>

PRICE PLANNING

- Kaplan & Cooper, *Cost & Effect: Using Integrated Cost Systems*, 1997
Mela, Pricing Decisions, <http://www.nd.edu/~cmela/mark370/chap10/sld001.htm>
Morse & Zimmerman, Pricing Decisions, <http://www.neiu.edu/~hchen/202/98/CHAP05/tsld003.htm>

PROMOTION PLANNING

ADVERTISING

- Ad Critic, <http://www.adcritic.com> (Excellent resources on current ads)
Advertising Age, <http://www.adage.com/> (Advertising industry news)
Advertising World, <http://advertising.utexas.edu/world/> (Extensive, partially links)
Adweek, <http://www.adweek.com/> (Advertising industry news)
Brandweek, <http://www.brandweek.com/> (Advertising industry news)
D'Arcy & Woodward History of Advertising, <http://www.library.uiuc.edu/adexhibit/default.asp> (Online exhibit)
De Mooij, *Global Marketing and Advertising: Understanding Cultural Paradoxes*, HF5415.127.M66 1997
Hovland & Wilcox, *Advertising in Society: Classic and Contemporary Readings*, 1989

Lears, *Fables of Abundance*, HF5813.U6L418 1994 (Classic history of advertising)
Media and Persuasion, <http://www.utexas.edu/coc/journalism/SOURCE/j363/notes24.html>
Twitchell, *Adcult USA: The Triumph of Advertising in American Culture*, 1996
Woodside, *Measuring the Effectiveness of Image and Linkage Advertising*, 1996
Bly, *Advertising Manager's Handbook 2nd*, 1998

MEDIA

Corporate Logo, <http://www.corporatelogo.com/> (Promotional products industry)
Revolution, <http://www.revolution.haynet.com/> (UK marketing new media)

PERSONAL SELLING

Hanan, *Sales Shock: the End of Selling Products, the Rise of Comanaging Customers*, 1996
Rackham, *SPIN @ Selling*, 1988

PUBLIC RELATIONS

Lesly's Handbook of Public Relations and Communications 5th, 1998
PR Week, <http://www.prweekus.com/us/index.htm> (Public relations industry news)
Public Relations Links, <http://www.prsa.org/ppc/prlink.html> (Part of the PR Society of America site)

SOCIAL MARKETING

Ad Council, <http://www.adcouncil.org/>
Annotated Bibliography of Social Marketing Resources, <http://www.hc-sc.gc.ca/hppb/socialmarketing/bibliography.htm>
Clark, *Art and Propaganda in the Twentieth Century*, 1997
Cole, *Propaganda in Twentieth Century War and Politics*, 1996
Novartis Foundation, A Short Course in Social Marketing, http://foundation.novartis.com/social_marketing.htm
Propaganda, <http://carmen.artsci.washington.edu/propaganda/contents.htm>
Taithe & Thrupp, *Propaganda: Political Rhetoric and Identity, 1300-2000*, 1999

NATIONAL BRANDING

Alliance Française de Paris, <http://www.alliancefrancaise.fr/>
The British Council, <http://www.britcoun.org/>
Cultural Policy in the Netherlands, <http://www.minocw.nl/cultuur/cubeleid/engels/index.htm>
Dobson, *Soviet Propaganda Machine*, 1999 (Video documentary, part 4 of *Secrets of the Russian Archives Revealed*)
French Culture Org, <http://frenchculture.org/>
Goethe Institut, <http://www.goethe.de/eindex.htm>
Italian Cultural Institutes, http://www.geocities.com/Athens/1809/iic_geo.html (Istituto Italiano di Cultura offices worldwide)
The Japan Foundation, <http://www.jpf.go.jp/>
Label France, http://www.france.diplomatie.fr/label_france/label.gb.html
Leonard, *Britain™: Renewing Our Identity*, 1997
Saunders, *The Cultural Cold War: the CIA and the World of Arts and Letters*, 2000
Snow, *Propaganda, Inc.: Selling America's Culture to the World*, 1998

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