

# Librarian's Tips for finding Marketing Information

Designed for MK150 & MK310

## Your gateway to great resources: The Library:

<http://www.globeeducationnetwork.com/library/>

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Please contact me with questions.

## E-Books:

Search **Books 24x7** for “marketing plan.” There are some great books there! Examples:

- *Powerhouse Marketing Plans: 14 Outstanding Real-Life Plans*
- *30 Minutes to Write a Marketing Plan*
- *The Market Planning Guide*

For more information about Books 24x7, please see [this guide](#).

## Databases:

Find databases by topic: <http://www.globeeducationnetwork.com/library/research-by-topic/>

**Hint:** You may like to try some different search terms like: “marketing plan,” “marketing strategy,” or “marketing – planning.” There may be other terms/phrases you can try.

- **EBSCO's Business Source Premier**

Here's another example of a specific search. Notice that this search is using Subject Terms and that

the Full Text button is selected. Business Source Premier is great for finding SWOT Analyses and financial info too. Click on the “company profiles” link in the browse section and type in the company name. This will bring you to a lot of information (including the SWOT analysis).

The screenshot shows the EBSCO Business Source Premier search interface. At the top, it says "Business Source Premier powered by EBSCOhost". Below that are links for "New Search" and "Database Help". There are three tabs: "Basic Search", "Advanced Search", and "Visual Search". Under "Advanced Search", there is a checkbox for "Suggest Subject Terms". The search input area has three rows: "Find: 'MARKETING -- Planning' in SU Subject Terms", "and 'marketing strategy' in SU Subject Terms", and "and [empty] in Select a Field (optional)". Below this is a dropdown menu for "Additional Databases". There are "Search", "Clear", and "Search Tips" buttons. At the bottom, under "Limit results to:", the "Full Text" checkbox is checked, and the "Scholarly (Peer Reviewed) Journals" checkbox is unchecked.

The screenshot shows the "Browse" section of the EBSCO Business Source Premier interface. It lists various categories: "Subjects", "Authors", "Cited References", "Indexes", "Publications", "Academic Journals", "Books/Management", "Company Profiles", "Country Reports", "Industry Profiles", "Magazines", "Market Research Reports", "SWOT Analyses", and "Trade Journals". The "Company Profiles" link is circled in red.

- **360 Search** – searches multiple databases at once!  
*Warning:* a “business and accounting” subject search for “marketing plans” will yield 21,110 articles. Hint: be more specific with your search terms. Another idea is to search the databases individually.
- **ProQuest ABI/Inform**  
Here’s an example of a specific search in ProQuest. Notice that phrases are in quotation marks, a NAICS code is used, and the Full Text button is checked.

ProQuest

Basic Advanced Topics Publications My Research  
0 marked items

Databases selected: Multiple databases...

**Advanced Search** Tools: Search Tips Browse Topics 1 Recent Searches

"marketing plan" Citation and abstract

AND 443120 NAICS code Browse NAICS codes

AND Citation and abstract

Add a row | Remove a row Search Clear

Database: Multiple databases... Select multiple databases

Date range: All dates

Limit results to:  Full text documents only  Scholarly journals, including peer-reviewed [About](#)

More Search Options

Other Databases to search:

- **Hoovers** – Great for finding company info: financial statements, official website (can link to annual reports), company history, and competitors.
- EBSCO MegaFILE
- Gale General Business File ASAP
- Gale Business and Company Resource Center

### Recommended Websites:

**Websites are great for finding stats! Try these:**

American FactFinder

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

ZipSkinny

<http://zipskinny.com/>

Statistical Abstract of the United States

<http://www.census.gov/compendia/statab/>

**Websites about marketing plans:**

The U.S. Small Business Administration’s site

<http://www.sba.gov/gopher/Business-Development/Business-Initiatives-Education-Training/Marketing-Plan/>

Iowa’s Small Business Development Center’s site

<http://www.iabusnet.org/templates/articledisplay.cfm?!ID=575>

BizMove.com

<http://www.bizmove.com/marketing/m2h.htm>