Suggested Reading

*Blog Marketing: the Revolutionary New Way to Increase Sales, Build Your Brand, and Get Exceptional Results*  
HF 5415 .W82 2006

*The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*  
HD 69 .B7N48 2006

*Buying Trances: A New Psychology of Sales and Marketing*  
HF 5438.8 .P75V58 2007

*Designing Brand Experiences*  
HD 69 .B7L365 2006

*Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*  
HF 5845 .B35 2006

*The Whitepaper Marketing Handbook*  
HF 5415.123 .B585 2006

Reference


Periodicals

*Harvard Business Review*

*Sales & Marketing Management*
Online Databases

The following databases may be found through the library web page.

**BadgerLink**
This database provides access to magazines, newspapers and a statewide library catalog (WISCAT). If you are a Wisconsin resident and have one of the cooperating service providers, you can access these services from home at [http://www.badgerlink.net](http://www.badgerlink.net). It is also accessible on the library web page through the link, Find Books & AV.

**Career & Technical Education**
Providing access to more periodicals than any other vo-tech database, it includes indexing for subjects in medicine; nursing, office occupations, and pharmacy. Titles include: *Advanced Packaging*, *Marketing; Marketing Week*; and *Target Marketing*.

**Business and Company Resource Center (Gale Infotrac)**
Analyze company performance and activity, industry events and trends as well as the latest in management, economics and politics. Includes a combination of broker research reports, trade publications, newspapers, journals and company directory listings with full text and images are available.

**Internet Resources**

Blackhawk Technical College Marketing Web Site
[http://instruction.blackhawk.edu/csnell/](http://instruction.blackhawk.edu/csnell/)

About Marketing
[http://marketing.about.com/smallbusiness/marketing/mbody.htm](http://marketing.about.com/smallbusiness/marketing/mbody.htm)
Offers a collection of full-text articles in 25 subject areas ranging from customer service to website marketing.

Market Segmentation: A Guide to Sources if Information
[http://www.loc.gov/rr/business/marketing](http://www.loc.gov/rr/business/marketing)
Comprehensive collection of links to marketing information.

Advertising World
[http://advertising.utexas.edu/world](http://advertising.utexas.edu/world)
This collection of advertising-related links on the Web bills itself as the “ultimate marketing communications directory.”

American Demographics Magazine
[http://demographics.com](http://demographics.com)
Presents marketing information and archives to American Demographics and Marketing Tools.

The Electronic Commerce Guide
Mecklermedia, which publishes internet-related magazines, produces this combination of articles, news and web-links related to electronic commerce on the web.
Know This Marketing Virtual Library
http://www.knowthis.com
Provides a helpful search screen plus topics in the area of marketing research.

**Suggested call numbers - Library of Congress Classification System**

- HF 5387: Business Ethics
- HF 5410—HF 5417.5: Marketing - Distribution of products
- HF 5428—HF 5429.6: Retail trade
- HF 5801—HF 6182: Advertising