

Marketing
Blackhawk Technical College Library
2009-2010



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

Riggs, Thomas. *Encyclopedia of Major Marketing Campaigns*. Detroit: Gale Group, 2000.

The Lifestyle Market Analysis: A Reference Guide for Consumer Market Analysis. Des Plaines, IL: SRDS, 2001.

Mediamark Research (20 volumes). New York, NY: Mediamark Research Inc., 1995.

Rand McNally Commercial Atlas & Marketing Guide, 2000. 131st ed. Rand McNally & Co, 2000.

SRDS Out of Home Advertising Source. DesPlaines, IL: SRDS, 2001. (Also includes: Business Publications, Consumer Magazine, Direct Marketing, Newspaper, Radio and TV and Cable.)

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>. 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/>

About Marketing

<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 of Information

<http://www.loc.gov/rr/business/marketing>

Comprehensive collection of links to marketing information.

Advertising 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>

Presents marketing information and archives to [American Demographics](#) and [Marketing Tools](#).

The Electronic Commerce Guide

<http://ecommerce.internet.com>

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 5419—HF 5422

Wholesale trade - Commission business, agencies – Broker –

Factors - Jobs

HF 5428—HF 5429.6

Retail trade

HF 5801—HF 6182

Advertising