

## Marketing – Research Guide

### Electronic Resources

#### UNT Databases

These electronic databases, indexes and abstracts are available through the UNT Dallas Library web page at <http://www.untdallas.edu/library>. These electronic resources are a vital link in finding journal articles, books and other information at the college level for your class assignments.

#### Check First

[Hoover's Online](#)

[LexisNexis Academic](#)

[Business Abstracts with Full Text](#)

[Business Source Complete](#)

#### Then Check

[ABI Inform](#)

[Access World News](#)

[ArticleFirst via FirstSearch](#)

[ECO - Electronic Collections Online](#)

[EconLit](#)

[Emerald Fulltext](#)

[INFORMS PubOnLine](#)

[JSTOR](#)

[ProQuest Statistical Insight](#)

[ProQuest Periodical Abstracts](#)

[Regional Business News](#)

[Safari Tech Books online](#)

### UNT Libraries Research Subject Guides

Related subject guides may be found on the Denton UNT Libraries' web site at Subject Guides - <http://guides.library.unt.edu/home>.

### Professional Organizations

#### The International Association of Business Communicators [IABC] (<http://www.iabc.com>)

The IABC provides a professional network of more than 13,000 business communication professionals in over 60 countries.

#### The National Hispanic Business Organization [NHBA] (<http://www.nhba.org>)

A national network of students and alumni whose mission is to promote the development of undergraduate Hispanic business students through educational, professional, and networking opportunities to foster diversity, higher education, and the improvement of the Hispanic community.

#### Students In Free Enterprise [SIFE] ([www.sife.org](http://www.sife.org))

SIFE is a global, non-profit organization that is literally changing the world through highly dedicated student teams on more than 1600 university campuses in 40 countries. SIFE offers these students the opportunity to develop leadership, teamwork, and communication skills through learning, practicing and teaching the principles of free enterprise, thereby improving the standard of living for millions in the process.

## Websites and Online Resources

Bureau of Economic Analysis (<http://www.bea.gov/index.htm>)  
 Census Statistics: U.S. Counties (<http://censtats.census.gov/usa/usa.shtml>)  
 CNN Money (<http://money.cnn.com>)  
 Entrepreneur Ejournal (<http://irservices.library.unt.edu/ais.cfm?alpha=E>)  
 Entrepreneur.com (<http://www.entrepreneur.com/>)  
 Entrepreneurship Centre (<http://www.entrepreneurship.com/>)  
 FactFinder (<http://factfinder.census.gov>)  
 Morebusiness.com ([http://www.morebusiness.com/getting\\_started/primer/](http://www.morebusiness.com/getting_started/primer/))  
 North Central Texas Council of Governments (<http://www.nctcog.dst.tx.us/>)  
 SBA: Small Business Administration (<http://www.sba.gov/>)  
 Small Business School (<http://smallbusinessschool.org/>)  
 Statistical Abstract of the United States (<http://www.census.gov/prod/www/statistical-abstract.html>)  
 Thomson ONE Banker (<http://banker.thomsonib.com/>)  
 U.S. Business Advisor (<http://www.business.gov/>)  
 U.S. Census Bureau Zip Code Business Patterns ([http://www.census.gov/epcd/www/zbp\\_base.html](http://www.census.gov/epcd/www/zbp_base.html))  
 U.S. Department of Commerce (<http://www.stat-usa.gov/>)  
 Virtual Marketing Library (<http://www.knowthis.com/>)

## Print Reference Sources

### Books Available at the UNT Dallas Campus Library

A Guide to Microsoft Excel 2002 for Business and Management -- HF 5548.4 .M523 L54 2002  
 AMA Style Guide for Business Writing -- HF 5726 .A49 1996  
 Business Plans Handbook vols. 1 through 14 -- HD 62.7 .B865  
 Business Statistics of the United States, 9th ed. -- HC 101 .A13122 2004  
 Encyclopedia of Business, v.1-2 -- HF 1001 .E466 2000 v.1-2  
 Encyclopedia of Business Information Sources -- Z 7164 .C81 E93 2000  
 Encyclopedic Dictionary of Marketing -- HF 5415 .B4552 1997  
 Grantseeker's Toolkit: A comprehensive guide to finding funding -- HV 41.2 .N48 1998 c.4  
 Handbook for Writing Proposals -- HF 5718.5 .H2844 1995  
 How to Form Your Own Texas Corporation -- KFT 1415 .C55 M36 2000  
 International Business Information: How to Find it, How to Use it -- HF 54.5 .P33 1998  
 Kiss, Bow or Shake Hands: How to do Business in 60 Countries -- HF 5389 .M67 1994  
 Manufacturing USA: Industry Analysis, Statistics and Leading Comparisons -- HD 9721 .M364 1998 v.1-2  
 National Directory of Minority-Owned Business Firms, 12<sup>th</sup> ed. -- HD 2346 .U5 N332 2002  
 North/West Texas Business Directory [American Business Directories], v.1-2 -- HF 5065 .T4 T381 1999-2000  
 Small Business Sourcebook, v.1-2, 16th edition -- HD 2346 .U5 S66  
 SmartStart Your Texas Business -- HD 62.5 .S62396 1997  
 The Foundation Center's Guide to Winning Proposals II -- HV 41 .9 .U5 F673 2005  
 U.S. Industry & Trade Outlook 200 -- HC 101 .U54 2000