Marketing Research

Online Collections of Resources

**MKT 309 Course Guide:** Contains resources specifically curated for MKT 309
**Marketing Subject Guide:** Includes resources specific to the Marketing major
**Business Subject Guide:** Includes all major business resources available at UWL

Things to research

Customers, competitors, related industries, consumer behavior, more. Use the grid on the reverse of this handout for specific information tools.

How to cite sources

By citing sources, you prove to your reader that your sources are credible. And you allow your reader to find the same sources you used.

Find sample citations for business resources on the MKT 309 Course Guide or visit the Murphy Library web page on how to cite: [http://libguides.uwlax.edu/citations](http://libguides.uwlax.edu/citations)

Books

Book publishing is very active in business and marketing. Browse the reference stacks in the HC - HF area, or search the Search@UW catalog on the library home page by subject or keyword.

Examples:

- American generations: who they are, how they live, and What They Think (Ref HC110 .C6 M545)
- American time use: who spends how long at what (Ref HD69.T54 A46)
- Baby boom: Americans born 1946-1964 (Ref HF5415.33 .U6 R87)
- Best customers: demographics of consumer demand (Ref HC79 .C6 R87)
- Consumer behavior 2015-2016 (Ref HF5415.33.U6 .M55)
- Dictionary of advertising and marketing concepts (Ref HF5803 .B47)
- Household spending: who spends how much on what (Ref HC110 .C6 H68)
- Millennials in America (Ref HQ799.7 .S24)
- Who's buying alcoholic and nonalcoholic beverages (Ref HD9348.U5 W46 and online)
- Who's buying apparel (Ref HD9940.U6 W4 and online)
- Who's buying at restaurants and carry-outs (Ref TX945.W46 and online)
- Who’s buying entertainment (online book)
- Who's buying household furnishings, services, and supplies (Ref HD9773.A1 W46 and online)
- Who's buying information and consumer electronics (online book)

--- and many more similar titles
# Marketing Resources Comparison Chart

Use the chart below to select the most relevant resource for the type of information you are trying to find. Links to the databases below can be found on the Murphy Library MKT 309 Course Guide ([libguides.uwlax.edu/MKT309](http://libguides.uwlax.edu/MKT309)) or the Marketing Subject Guide ([libguides.uwlax.edu/marketing](http://libguides.uwlax.edu/marketing)).

<table>
<thead>
<tr>
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<th>Companies</th>
<th>Industries</th>
<th>Products</th>
<th>Demographics/Consumers</th>
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<tbody>
<tr>
<td>Business Premium Collection (ProQuest)</td>
<td>★★★★★</td>
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<td>Nexis Uni (go to Menu &gt; Company Dossier)</td>
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<tr>
<td>Market Share Reporter (in Gale Directory Library)</td>
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<td>Passport GMID</td>
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<tr>
<td>ReferenceUSA U.S. Businesses</td>
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<td>★</td>
<td>★★★</td>
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<tr>
<td>ReferenceUSA U.S. Consumers/Lifestyles</td>
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<tr>
<td>Simmons OneView</td>
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<td>★★★★</td>
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<tr>
<td>Books in the HC – HF sections &amp; online</td>
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</tr>
</tbody>
</table>

To find information related to La Crosse and/or Wisconsin, use the library guide “Wisconsin/Local Resources” at [http://libguides.uwlax.edu/local](http://libguides.uwlax.edu/local) or find it on the Marketing Subject Guide in the “Other Resources” tab.