

Library Resources for International Marketing

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Search *Subject & Course Research Guide* for specific online resources in Marketing, etc. Search *Books* for the Regis Lumen catalog of books, DVDs, Gov docs, and our e-books Search *A-Z Databases* for an alphabetical list of all our online resources.

1. Background: Countries, Customs, and Business Climate.

Business Source Complete

More than 1,400 country economic reports are here, including Economist Intelligence Unit and the Political Risk Yearbook. Limit your country search by Source Types (left sidebar) / Country Reports.

COFACE: Country Risk

www.coface.com

This site assesses country risk by examining economic health, political stability, and business climate.

Country Studies (Area Handbook Series)

http://lcweb2.loc.gov/frd/cs/cshome.html

This site has book-length studies of more than 100 countries, many from the developing world. Each country's culture, geography, labor, economy, infrastructure, trade, political institutions and more are here.

<u>Craighead's International Business, Travel, and Relocation Guide to 84 Countries</u>

Gale, 2001. 4 v. REF HF5549.5 .E45 D56

Examines each country's social, cultural, and business climate, including living conditions, business practices, etiquette, social customs and taboos.

<u>CultureGrams</u> ProQuest Information. 4 v. REF GT 150 .C85 W67 2006

This print source guides you on business etiquette, social customs, and communication in other countries.

Europa World Year Book. Europa, 2 v. REF JN 1 .E85

Europa's fine print covers every country's political and economic structures, legal systems, parties, culture and recent history. Entries conclude with statistics and a directory of government & trade organizations.

Exporters' Encyclopaedia. Dun & Bradstreet REF HF 3011 .E9

This has very good country information: marketing data, communications, transportation, business travel, customs, licensing, warehousing, key contacts, local agents, trade regulations and documentation.

The Global Competitiveness Report. World Economic Forum, REF HF 1414 .G559

The Country Profiles section assigns ranks for problematic factors in doing business globally, indicating the competitive advantages and disadvantages for each country from incentive compensation to corruption.

Foreign Information By Country (C.U. Libraries)

http://ucblibraries.colorado.edu/govpubs/for/foreigngovt.htm

This is an impressive list of mainly public web sites on countries. Sources include the U.N., F.A.O., IMF, OECD, UNESCO, Commerce Dept. trade statistics, and the country's own government sites.

PRS Group International Country Risk Guide (within Lexis-Nexis Academic)

Access PRS in Lexis-Nexis Academic by choosing "Sources," then browse for PRS. This ranks countries' socio-economic factors, ethnic/religious tensions, corruption, bureaucratic quality, and investment profile.

Political Handbook of the World CQ Press, annual (e-book access via Lumen)

Detailed information on countries of the world and IGOs includes geography, economic developments, recent political events, parties, trade relations, communications systems, leaders and cabinet officials.

2. International Trade

Business Source Complete

In addition to articles, BSC has 20,000 regional and global market and industry reports. Search a product or service and limit Source Types (left sidebar) to Market Research Reports.

Euromonitor Global Market Information Database

GMID is an extensive source for research on countries, consumer behavior, and trade. Search by country, product, and demographics. It has a good tutorial.

Export.gov

http://www.export.gov/index.asp

A high-value site that unites many elements dealing with markets, goods, and local regulations, this federal resource contains the "Doing Buisiness in..." guides or Country Commercial Guides, a great resource for grasping the legal and business climate, trade regulations, business travel, & specific market opportunities.

International Trade Practice Thomson, 1997- REF KF 6659 .K392 v 1-2

Trade, tariffs, barriers, intellectual property, anti-dumping provisions and the WTO are among the topics covered. Good coverage of international agreements.

Principal International Businesses D&B, annual REF HF 54 .U5 P74

This is an international directory of 50,000 leading companies and select independent government agencies worldwide, arranged by country, by SIC, and alphabetically.

United Nations. <u>International Trade Statistics Yearbook</u> annual, 2v REF HF 91 .U473 Statistics and graphs represent imports/exports by country (v. 1) and by commodity (v. 2).

3. Articles

Business Source Complete

BSC indexes 10,000 journals and serials, and has 6,000 in full-text. Sources included academic and trade journals, country, industry and market reports.

Business Insights: Global

This Gale resource has articles, industry reports, SWOT analyses, interviews, financials, and case studies. 3,000 business, trade, and industry periodicals are here in full text. Also here you'll find a directory of company and brand names, a market share reporter, and business rankings.

Lexis-Nexis Academic

The full-text content includes news, law, and corporate financials, and other business sources, including the **PRS Group International Country Risk Guide** (above). There are U.S. and international newspapers and newswires; trade and industry journals; 3-year company financials; court decisions and law reviews. Take a look at their help & instruction links to understand how to make your search results more relevant.

Wall Street Journal

This is the newspaper's searchable content since 1984, including feature articles and company notices.

4. Statistics, Trade Data, and Financials

Euromonitor Global Market Information Database

GMID is an extensive source for research on countries, consumer behavior, and trade. Search by country, product, and demographics. It has a good tutorial.

<u>International Marketing Data and Statistics</u> Euromonitor, annual, REF HA 42 .I56 Tables represent production, consumption, education, health, labor, and IT for a select group of countries.

Mergent Online

Search by company or by industry for U.S. and non-U.S. public companies, or for country profiles.

United Nations. **Demographic Yearbook** annual REF HA 42 I.56

Definitive country statistics of population by sex and age: birth/death, marriage/divorce, urban/rural, infant and maternal mortality rates, longevity, and population projections.

United Nations. <u>International Trade Statistics Yearbook</u> annual, 2v REF HF 91 .U473 Statistics and graphs represent imports/exports by country (v. 1) and by commodity (v. 2).

United Nations. **Statistical Yearbook** annual, REF HA 12.5. U63

The United Nations publishes this statistical report on countries' population, education, communications, employment, government expenditures, inflation, agriculture, trade, energy consumption/production, etc.

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