ADVERTISING/MARKETING

See Also:
Business Management
Computer Science and Technology

PRINT PERIODICALS
Advertising Age *
Business Week *
Economist *
Harvard Business Review
INC *
Print
Sales & Marketing Management *
Wall Street Journal *
* Title is also available electronically

ONLINE DATABASES AND E-JOURNALS

EBSCOHOST – Business Source Complete, Academic Search Complete, Regional Business News
   ➢ AdMedia
   ➢ Adweek
   ➢ American Salesman
   ➢ B to B
   ➢ Brand Strategy
   ➢ Brandweek
   ➢ Entrepreneur
   ➢ International Journal of Advertising
   ➢ International Journal of Market Research
   ➢ Journal of Advertising
   ➢ Journal of Advertising Research
   ➢ Journal of Business Strategies
   ➢ Journal of Consumer Psychology
   ➢ Journal of Consumer Research
   ➢ Journal of Current Issues & Research in Advertising
   ➢ Journal of Interactive Advertising
   ➢ Marketing Magazine
   ➢ Marketing Science
   ➢ Marketing Tools
   ➢ Marketing Week
   ➢ Selling
   ➢ Young Consumers

GALE GROUP DATABASES – Business and Company Resource Center, Virtual Reference Library

HOOVERS ONLINE

LEXIS NEXIS – Business, News, Legal Research

OCLC FIRST SEARCH – Business and Economics

SCIENCE DIRECT – Business, Management and Accounting, Decision Science Journals

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