



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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