

SECONDARY SOURCES ON MARKETING

IMPORTANT NOTE: In this course, we will not be particularly interested in finding information about the target firm—the firm whose opportunities we are analyzing—as its management already knows that information. Rather, we will be interested in finding out information about:

- Competitors;
- Consumers and consumer behavior;
- The industry and market; and
- Country issues and characteristics, if applicable.

ARTICLE DATABASES

The Rivera Library offers several article databases that may be useful in retrieving relevant articles on different topics. To enter these databases from any computer on campus:

1. Go to <http://library.ucr.edu/> .
2. Under "Find articles," click on "By subject."
3. Select "Business & Economics."
4. Some relevant databases are Lexis are: ABI/Inform, Lexis-Nexis, and *Economist Intelligence Unit*.

Lexis-Nexis is a broad database that emphasizes general business news publications (e.g., *Business Week* and *Industry Standard*), general news (e.g., *New York Times* and *Newsweek*), and trade publications (e.g., *Ice Cream Reporter* and *Air Cargo World*). Many of the articles are "full text" (with the notable exception of the *Wall Street Journal*).

Several areas of Lexis-Nexis are useful:

1. **Business News.** On entering Lexis-Nexis (per instructions above), click on "Business," then click "Business News."

You can now search for articles based on *key words*—words usually words that have either been selected by librarians as descriptors of the article or words that appear in the title or "abstract" (summary) of the article. Note that putting in an overly broad term such as "marketing" or "Dell"—to search for articles on marketing in general or about Dell Computer—would yield way too many irrelevant articles. Therefore, if you are interested in marketing in the computer industry, you might type in:

marketing and Dell

If you want to further narrow down, you can use Boolean logic—e.g.,

(advertising or promotion) and computers

The key to Boolean logic is the placement of parentheses and “connectors” such as “and,” “or,” and “not.” Parentheses work much like in mathematics—you do whatever is within the parentheses first and then integrate with the rest. Thus, for an article to be identified here, it must meet two conditions simultaneously: (1) it involves either advertising or promotion and (2) it deals with computers. Note that

advertising or (promotion and computers)

would have an entirely different meaning: The article would either (1) have to be about anything related to advertising or (2) be both about promotion and computers at the same time.

Note that it may sometimes be useful to use the “truncation” symbol, which for Lexis Nexis is an exclamation point. This works much like an asterisk in DOS or Windows—it indicates that anything that comes after it qualifies. For example, in British English, the word “color” is spelled with a u (“colour”). To avoid missing relevant articles from publications that use British English, we use the truncation marker—e.g.,

advertising and colo!

so that the article “Advertising: The Effects of Colours” would not be left out.

You have several choices on your search. First, on sources, you can choose either “Business & Finance” or “Industry News,” which include different sets of publications. Your choice will depend on the nature of your search—“Industry News” will get articles that discuss specific industries while “Business & Finance” will tend to include more general articles applicable across industries. Articles older than two years—depending in the issue—may be too dated to be relevant. In general, the more information is available, the more selective we can afford to be on currency.

2. **Industry & Market.** If you want to limit the number of “false positives”—articles that contain the key words but are irrelevant to the industry of interest—you can use the “Industry & Markets” database rather than “Business News.”
3. **“Directories”** indexes articles that compile information—e.g., lists of distributors of certain products and trade shows by industry.
4. Several databases that are not limited to business may be useful. On entering Lexis-Nexis, click on **“News”** rather than business.
 - a. **“World news”** contains more articles from foreign newspapers in English.
 - b. If you can Spanish, French, Dutch, Italian, or German, articles are available in **“Non-English Language News.”**

- c. “Wires” contains articles not necessarily published by any particular newspaper, but ones circulated to many—e.g., by Reuters or the Associated Press (AP). A particular type of newswires is news releases put out by companies themselves, announcing new products or other developments. These must be viewed skeptically—they are made by the company to make it look good—and are often found under the source “PR Newswire.”
5. Various types of basic information—e.g., country facts or other statistics—can be found under the “**Reference**” icon.

ABI/Inform is a broad database that emphasizes general business news publications (e.g., *Business Week* and *Industry Standard*), general news (e.g., *New York Times* and *Newsweek*), academic journals (e.g., *Journal of Marketing*), and trade publications (e.g., *Ice Cream Reporter* and *Air Cargo World*). It is similar to Lexis-Nexis, but since the overlap is not complete, you may want to check both. The truncation symbol here is the pound sign—e.g.,

Colo#

would include “colour” and “color,” but also “Colorado.”

Economist Intelligence Unit contains very extensive—and relatively recent—data for both large and small countries.

Hoover’s Online contains information about firms—mostly publicly traded U.S. firms, but some private and foreign firms are also listed. Unfortunately, much of the foreign information is listed in the vernacular—e.g., the Hoover’s DE section is listed in German.

Industry Surveys contains reports about specific industries (e.g., transportation, construction, media).

Simmons’ Guide to Media and Markets. This guide contains information about individuals who purchased products in various categories—e.g., you can see both what media people who bought certain types of products (e.g., tea) and specific brands (e.g., Earl Grey) tend to use, income level break-downs by heavy and light users, and the distribution of purchase frequencies. You will have to access this information on the back row of computers in the AGSM computer lab, and the data is several years old.

GOVERNMENT REPORTS AND OTHER DOCUMENTS

Stat-USA. This database, maintained by the U.S. Federal Government, is actually available for free at <http://www.stat-usa.gov> . Of particular interest here are:

- Country Commercial Guides. These guides, organized by country, provide general background—often around 100 pages per country—on a variety of business issues, such as laws, culture, and economics. To access these, within Stat-USA, click on “Globus & NTBD,” and then click on “Country Commercial Guides” under “Market and Country Research.”

- Market Research Reports. These reports detail studies of specific industries in different countries. Industry Sector Analysis (ISA) reports are frequently more useful than International Market Insight (IMI) reports. Found as menu items under “Market and Country Research” at <http://www.stat-usa.gov/tradtest.nsf>, the listing of available reports is more meaningful when you select the “by country” organization option. “Current” reports are those released within the last month; “archive” items are more than one month old. Reports can be quite specific—e.g., one student found one on the cosmetics market in China.

SOME USEFUL PRINT DIRECTORIES

- *Encyclopedia of Global Industries*
- *Exporters' Encyclopedia*
- *Market Share Reporter*
- *World Market Share Reporter*
- *Best Consumers*
- *Statistical Abstracts of the United States*
- *Consumer International*
- *The World Guide: An Alternative Reference to the Countries of Our Planet—*.
- Almanacs—inexpensive directories of a large assortment of information, including country statistics.

Examples of books that might be useful:

Regional

- Sabath, Ann Marie (1999), *International Business Etiquette: Asia & The Pacific Rim*, Franklin Lakes, NJ: Career Press.
- Sabath, Ann Marie (1999), *International Business Etiquette: Europe*, Franklin Lakes, NJ: Career Press.
- Burns, Robert (1998), *Doing Business in Asia: A Cultural Perspective*, South Melbourne, Australia: Longman.

Country specific:

- Johansson, Johnny K. and Ikujiro Nonaka (1996), *Relentless: The Japanese Way of Marketing*, New York: Harper Collins [this book is a little dated by now].

Topic:

- Alexander, Nicholas (1997), *International Retailing*, Malden, Mass.: Blackwell Business Press.

SOME PERIODICALS COVERING MARKETING AND INTERNATIONAL BUSINESS RELATED INFORMATION

Internationally focused business newspapers

- *The Financial Times [of London]*. This is a weekday (Monday through Saturday) newspaper that emphasizes business news from around the World— <http://www.ft.com>

- *Journal of Commerce [and Commercial]*—actually no longer available in print. Focuses on international business, transportation, and insurance-- <http://www.joc.com/jocweb/>

Internationally focused business magazines

- *The Economist*—a weekly magazine emphasizing both business and general international news
- *Advertising Age Global*—monthly tabloid on international marketing, branding, and advertising issues— <http://www.adageglobal.com>

U.S. based newspapers with some business and international content

- *The Wall Street Journal*—also available in European and Asian editions—only paid access to its web site.
- *Investors' Daily News*
- Business sections of regional and national newspapers—e.g.,
- *Washington Post*— <http://www.washingtonpost.com>
- *New York Times*— <http://www.nyt.com/>
- *Los Angeles Times*— <http://www.nytimes.com>

U.S. based magazines with some business and international content

- *Business Week*— <http://www.businessweek.com>
- *Fortune*— <http://www.fortune.com>
- *Forbes*—a magazine aimed at investors that carries good background on industries, countries, and firms— <http://www.forbes.com>
- *Marketing News*— <http://www.ama.org/pubs/mn/index.asp>

NOTE: If you have a fast Internet connection, you might want to check out <http://www.infogate.com> for a screen saver displaying current news.

PLEASE NOTE THAT WEB SITES NOT RUN BY THE U.S. GOVERNMENT OR REPUTABLE NEWS ORGANIZATIONS ARE USUALLY NOT RELIABLE SOURCES. COMPANY WEB SITES, IN PARTICULAR, ARE GLORIFIED ADVERTISEMENTS INTENDED TO MAKE THE FIRM LOOK GOOD. Such web sites may generally not acceptable for citations in papers for this course!