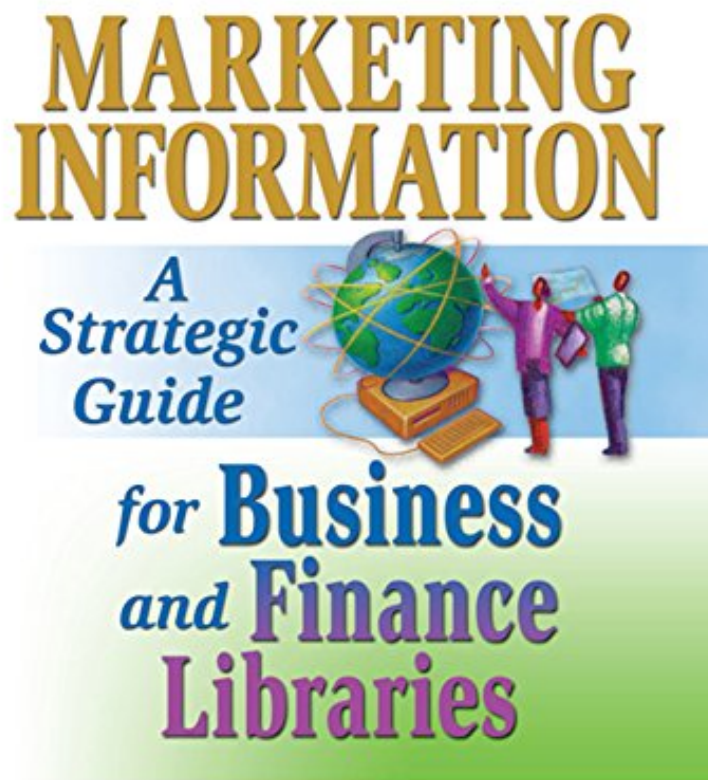


(Free read ebook) Marketing Information: A Strategic Guide for Business and Finance Libraries  
(Monograph Publish Simultaneously as the Journal of Business)

## **Marketing Information: A Strategic Guide for Business and Finance Libraries (Monograph Publish Simultaneously as the Journal of Business)**

*Michael R. Oppenheim, Wendy Diamond Mulcahy*  
*ebooks | Download PDF | \*ePub | DOC | audiobook*



Wendy Diamond  
Michael R. Oppenheim

DOWNLOAD



READ ONLINE

#2117781 in eBooks 2013-10-31 2013-10-31 File Name: B00GDCBB3E | File size: 69.Mb

Michael R. Oppenheim, Wendy Diamond Mulcahy : Marketing Information: A Strategic Guide for Business and Finance Libraries (Monograph Publish Simultaneously as the Journal of Business) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Information: A Strategic Guide for Business and Finance Libraries (Monograph Publish Simultaneously as the Journal of Business):

Help your patrons create effective marketing research plans with this sourcebook! *Marketing Information: A Strategic Guide for Business and Finance Libraries* identifies and describes secondary published sources of information for typical marketing questions and research projects. Experts in the field offer a guided tour of the signposts and landmarks in the world of marketing information, highlighting the most important features. This extensive guide serves as a strategic bibliography, covering over 200 printed books and serials, subscription databases, and free Web sites. *Marketing Information* contains several useful features, including: basic bibliographic descriptions with publisher location, frequency, format, price, and URL contact information for each source listed; special text boxes with practical tips, techniques, and short cuts; an alphabetical listing of all source titles; an index to subjects and sources. Unlike some research guides that recommend only esoteric and expensive resources, this book offers a well-balanced mix of the 'readily available' and the costly and/or not widely available, so that researchers who lack immediate access to a large university business research collection still has a core of accessible materials that can be found in a public library or on the Web. This book will help you provide top-notch service to clients such as: marketing instructors in developing assignments and other curricula which incorporate a business information literacy component; students whose assignments require library or other research to identify and use key marketing information tools; entrepreneurs and self-employed business people writing marketing plans, business plans, loan applications, and feasibility plans; marketers who wish to consult and/or incorporate standard secondary sources in their marketing plans or research projects; experienced market researchers who need relevant secondary sources as a preliminary step to surveys, questionnaires, and focus groups; reference librarians who advise these groups in academic, public, or corporate library settings; collection development librarians selecting material for public, academic, and special libraries. *Marketing Information* is a practical tool for marketers and for those studying to be marketers. The authors are seasoned academic business librarians who have helped doctoral candidates, faculty researchers, MBA and undergraduate students, marketing professionals, entrepreneurs, and business managers all find the right information. Now, in this resource, they come together to help you!

"Comprehensive.... Logically organized.... Simple To Use And Easy To Consult when trying to identify a discrete resource to support a specific question. Library Science Graduate Students In Business Research Tracks Will Find This Guide Extremely Useful. It Has Strong Potential As A Textbook at the undergraduate business/marketing student level as well. A valuable aspect of the book is its inclusion of contact information for most cited sources. This book should be on the 'resource shelf' of any business or marketing librarian. I know it will be on mine."