

Marketing 301- Principles of Marketing

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Web Pages You Should Know

Blissell Library Homepage:	http://www.libraries.psu.edu/psul/newkensington.html
Penn State University Libraries Homepage:	http://www.libraries.psu.edu/psul.html
Penn State University Business Library (UP):	http://www.libraries.psu.edu/psul/business.html
Business Library Marketing Guide:	http://www.libraries.psu.edu/psul/researchguides/business/marketing.html

ABI/Inform

ABI/Inform contains current articles from business publications including journals, newspapers, and magazines. ABI/Inform is accessible from the University Libraries webpage, under Find Articles and Databases, Databases by Title.

Standard and Poor's Net Advantage

Standard and Poor's Net Advantage contains Industry Surveys in addition to resources like company profiles. Access to S&P Net Advantage is provided through the Databases A-Z list.

Once you have accessed S&P Net Advantage, you can find industry information by clicking on "Industries" at the top of the page.



Hoover's Online

Hoover's provides in-depth company and industry information, news articles, and SEC filings. Access Hoover's Online through the Databases A-Z list.

Plunkett Research Online

Another database with Industry trends and statistics.

Statistical Abstract of the United States

<http://www.census.gov/compendia/statab/>

“The Statistical Abstract of the United States, published since 1878, is the authoritative and comprehensive summary of statistics on the social, political, and economic organization of the United States. Use the Abstract as a convenient volume for statistical reference and as a guide to sources of more information both in print and on the Web. Sources of data include the Census Bureau, Bureau of Labor Statistics, Bureau of Economic Analysis, and many other Federal agencies and private organizations.

Pittsburgh Business Journal’s Business Directory

<http://businessdirectory.bizjournals.com/pittsburgh>

The Pittsburgh Business Journal produces an online resource, listing local businesses and services. Try looking at businesses listed in the Advertising and Marketing section.

Marketing Websites collected by the Business Library

http://www.libraries.psu.edu/psul/researchguides/business/marketing/print_ref.html#websites

Texas Advertising World

<http://advertising.utexas.edu/world/index.htm>

Click on Promotional Items to get ideas.