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# International Marketing – Library Guide

## Quick Links

These links provide quick access to MacRae Library's resources and how to use them:

- **WorldCat Local (search book, articles and more!)**  
<http://nsac.worldcat.org>
- **Document Delivery (ordering articles/books)**  
<http://relaisasin.com/access3/loginnsta.jsp>
- **Novanet Catalogue**  
<http://aleph1.novanet.ns.ca/F>
- **Find articles**  
<http://nsac.ca/library/FindInformation/articles.asp>
- **Find Journal Titles**  
<http://nsac-resolver.asin-risa.ca/>
- **Quick Facts (data, stats, standards, etc)**  
<http://nsac.ca/library/FindInformation/quickfacts/default.asp>

## Reference Books

A brief listing of some of the Reference Books that may be of use to MGMT 3001 (located in Reference Section):

- **Market Research Handbook 2008 Edition**  
REF HC 111 A19 2008 c.1
- **The World Trade Organization: Legal, Economical and Political Analysis**  
REF HF 1385 W67 2005
- **North American Industry Classification System – Canada 2002**  
REF HF 1044 C2 N67 2002
- **IMF International Financial Statistics: Country Notes 2007 and Yearbook (2 publications)**  
REF JZ 1318 E63 2007
- **FP markets, Canadian demographics 2004**  
REF HC 111 F5

## Books

Use the Novanet Catalogue to find books at NSAC or any of the Novanet institutions at: <http://aleph1.novanet.ns.ca/> or <http://nsac.worldcat.org>

If *browsing* the book collection downstairs, marketing related books can be found in the following sections:

### Class H – Social Sciences

- Subclass H Social sciences (General)
- Subclass HA Statistics
- Subclass HB Economic theory. Demography
- Subclass HC Economic history and conditions
- Subclass HD Industries. Land use. Labor
- Subclass HE Transportation and communications
- Subclass HF Commerce (includes marketing, trade, business and so on).
- Subclass HG Finance
- Subclass HJ Public finance

## Key Databases for MGMT3001

The following are a listing of some of the databases that contain management/business/marketing related articles: Click on <http://nsac.ca/library/mler/bibliogr-databases.asp> to access this list.

- **Economist Intelligence Unit (EXCELLENT RESOURCE!!!)**

Country Reports provide in-depth political, business analysis and short-term market outlooks. Each report examines the political scene, economic policies and development plans, domestic economy, trends in production and demand, monetary and fiscal conditions, wages and prices, sectoral trends, foreign



trade, capital flows, exchange rates and foreign debt, and also reports on national, regional, and global events that effect business. Detailed 2-yr forecasts complement the analysis. ViewsWire offers daily concise analytical briefings archived to 1997.

- **Academic Search Premier (EBSCO)**  
*Academic Search™ Premier* contains indexing and abstracts for more than 8,300 journals, with **full text** for more than 4,500 of those titles.
- **ERIC**  
Bibliographic database of journal and non-journal education literature. contains 1.1 million citations from 1966-present, and more than 107,000 **full-text** non-journal documents from 1993-2004. Published by the US Department of Education.
- **JSTOR**  
An archival database of scholarly journals. Access full runs of journals (Volume 1-, Issue No. 1-) excluding the current two to five years. **Some full-text.**
- **SAGE Collections Plus**  
Contains databases of the most popular peer-reviewed journals published by Sage and participating societies in 40 social science and STM disciplines. **Some full-text.**
- **ScienceDirect**  
Index to over 58,000,000 articles in more than 1700 peer-reviewed journals in science, social science and humanities. Includes over 3,000,000 **full text** articles.
- **Springer Link**  
Many **full text** electronic journals available through the Springer LINK include science, humanities and social sciences, technology, medicine, engineering, environment, economics, and law.
- **Taylor & Francis**  
Covers agricultural science, animal science and zoology, biocontrol and plant science, food science and nutrition, environmental science and technology, social science and education, business, management and economics. **Some full-text.**

## Key Journals for International Marketing

MacRae Library subscribes to both peer-review (scholarly) and trade (popular press) journals. The following is a small example of some of the journals that may be useful for those in International Marketing. We have both print and electronic copies of the following journals at MacRae Library:

- Agribusiness
- Agricultural Information Worldwide
- AgriMarketing
- The Economist
- Financial Management
- Harvard Business Review
- Journal of Agribusiness
- Journal of Agricultural & Applied Economics
- Journal of Agricultural & Resource Economics
- Journal of Business & Economic Statistics
- Journal of Consumer Research
- Journal of Food Law & Policy
- Journal of Marketing
- Journal of Marketing Research
- Journal of World Business
- Marketing
- Report on Business

Find more journal titles use NSAC's Resolver:

<http://nsac-resolver.asin-risa.ca/> . We have **many thousands of electronic journals** that are available **only online!!!!**

## Data & Statistics

The following are some useful websites that contain data & statistics, including many government departments and agencies



- **Canadian Potato Situation and Trends 2006-2007**  
[http://www4.agr.gc.ca/resources/prod/doc/misb/hort/sit/pdf/po\\_06\\_07\\_e.pdf](http://www4.agr.gc.ca/resources/prod/doc/misb/hort/sit/pdf/po_06_07_e.pdf)  
information on the domestic and international processed potato industry
- **CIA – The World Factbook**  
<https://www.cia.gov/library/publications/the-world-factbook/>
- **Europa- Gateway to the European Union**  
Provides information on European economies, infrastructure, industries, legal systems, governments etc.  
[http://europa.eu/index\\_en.htm](http://europa.eu/index_en.htm)
- **Foreign Affairs and International Trade Canada's "Travel Report"**  
<http://www.voyage.gc.ca/index-eng.asp>  
information on political and legal risks for most countries
- **GlobalEdge**  
<http://globaledge.msu.edu/>  
A resource of information for countries throughout the world
  
- **Industry Canada – International Market Research Reports**  
<http://www.ic.gc.ca/eic/site/imr-ri2.nsf/eng/gr-01000.html>  
Very extensive & includes a link to CIA Factbook
- **LABORSTA**  
<http://laborsta.ilo.org/>  
View and download data and metadata for over 200

countries or territories. LABORSTA is an International Labour Office database on labour statistics operated by the ILO Bureau of Statistics.

- **OECD Statistics Portal**  
<http://www.oecd.org/>  
Portal for global economic and social statistics.
- **Statistics Division of the FAO**  
<http://www.fao.org/es/ess/top/country.html>  
Provides statistics on commodity production
- **The World Bank**  
Provides information on many developing countries with free World Development Indicators.  
<http://www.worldbank.org/>

## Writing Help

- **NSAC Style Manual**  
<http://nsac.ca/library/stylemanual/2008StyleManual.pdf>
- **NSAC Writing Centre**  
Check library for schedule
- **RefWorks**  
<http://nsac.ca/library/refworks.asp>