University of South Alabama Library Resources
Data Sources for Brand Management

Note: most of the references listed below will be found in the “reference” section of the library, not in the circulation book stacks.

Industry Information

**Standard & Poor’s Industry Surveys HC 106.6.S74**
Hundreds of industries are profiled and analyzed. Current trends are discussed and leading companies identified. Discussions are illustrated with graphs and tables. Other sources of information are listed for each industry. Locate the section on your industry by using the index in front of the volume. Most current information is available electronically in S&P netAdvantage.

**Inside U.S. Business HC 106.8.M337**
For twenty-five major industries, describes the industry, gives the history of its development, identifies leading companies and lists other sources of information. It is this volume’s coverage of the industry histories that makes it particularly useful.

**U.S. Industry & Trade Outlook C 61.48**
This resource contains information for more than 350 domestic industries, including statistics and references to other sources of information.

Company Information

**Hoover’s Handbook of American Business HF 3010.H66**
This handbook contains profiles of over 500 major enterprises, including overviews, officers, brief financial data, products and brands sold, rankings and major competitors. Particularly valuable for the section that describes who founded the company and when, and gives a brief history of the company’s development.

**Moody’s Industrial Manual HG 4961.M67**
This manual contains a short history and description of the business, some financial information and long-term debt. Most current information is available electronically in Mergent Online.

**Business Rankings Annual HG 4061.B89**
Ranks over 25,000 of the nation’s leading private and public businesses, allowing you to find the leading companies by size, by state, by SIC (now NAICS) code, nationally and by public or private/foreign-owned designation.

**Market Share Reporter HF 5415.2.M37**
Provides information on over 2,000 national and international companies; an excellent source for competitive analysis and economic research. This resource features coverage of public and private sector activities.
Consumer Market Information


This guide is based on the Consumer Expenditure Survey conducted each year by the Bureau of the Census. Within major spending categories such as food and alcoholic beverages, or shelter and utilities, data are presented in groupings by age, income, household type and size; then broken down into entries such as bakery products, nonalcoholic beverages, or food away from home. Tables show average expenditures, indexed expenditures, aggregate expenditures, and market percentages.

The Who’s Buying Series (MCOB Reference)
Alcoholic & Non-Alcoholic Beverages HD 9348.U5.W46

Entertainment GV 53.W46

Groceries HD 9321.4.W46

Information Products and Services HE 7601.W46

Restaurant and Carry-outs TX 945.W46

Transportation HD 9710.U52.W54

Apparel HD 9940.U6.W46

By Age HF 5415.33.U6.W45

By Race and Hispanic HF 5415.33.U6.W46

For Pets SF 414.7.W46

Healthcare RA 410.53.48

Household, Service and Supplies HE 7601.W40

Information Products and Services HE 7601.W46

Library Online Sources

• From the library’s homepage [http://library.southalabama.edu](http://library.southalabama.edu) a link can be found to “Reference Sources”. The sources of most interest would be:
  ➢ S&P netAdvantage (competitor information)
  ➢ Mergent Online (financial reports and financial ratios)
  ➢ Lexis Nexis Academic (includes Marketing Week, 1997-present; Marketing Business Weekly, 2008-present; Marketing Health Services, 1991-present)
  ➢ Academic OneFile (includes Marketing, 1989-present, BrandWeek 1991-present)
  Emerald Journals (includes Journal of Product and Brand Management 1992-present)
Sage Journals Online (includes journals Marketing Theory, Academy of Marketing Science, Marketing Education and MacroMarketing)

Demographic Data Online

American FactFinder – U.S. Census at [http://factfinder.census.gov](http://factfinder.census.gov)

Online Resources

Brandweek.com is an online marketing magazine delivering breaking news, analysis and industry data gear to corporate branding professionals. Brandweek.com provides current reports on traditional and Internet marketing strategies in all major product categories and provides information on how to be competitive locally and nationally. [http://www.brandweek.com/bw/index.jsp](http://www.brandweek.com/bw/index.jsp)

Advertising Age is a well established industry publication (also available in Business Source Premier). This website provides a number of useful links for researchers. [http://adage.com](http://adage.com)

ClickZStats provides a collection of online facts which have been gathered from secondary sources. Especially useful is the “Stats Toolbox” which is an archive of statistical data. [http://www.clickz.com/stats/](http://www.clickz.com/stats/)

This website contains the basic principles of marketing and advertising in clear, concise tutorials. Also included are numerous Web resources for advertising, selling, promotion and research. [http://www.knowthis.com](http://www.knowthis.com)

Marketing Sherpa, Inc. is a research firm publishing case studies, benchmark data and how-to information for marketing, advertising, and public relations professionals. Also included are interviews and surveys and industry-wide data. [http://marketingsherpa.com/#](http://marketingsherpa.com/#)

Thomas Register of American Manufacturers website is used as a gigantic “yellow pages” listing for U.S. manufacturers. For each product, a list of manufacturers is provided, arranged by city/state. [http://www.thomasnet.com](http://www.thomasnet.com)

Claritas Prism Zip Code Clusters

To research the profile for a zip code, go to: [http://www.claritas.com/MyBestSegments/Default.isp?ID=20](http://www.claritas.com/MyBestSegments/Default.isp?ID=20)
Trade Associations and Trade Shows

Encyclopedia of Associations [Main Library Reference HS 17G32] is a multi-volume resource describing over 22,000 organizations, associations and federations.

Website to identify trade shows in various industries and searches can be limited by location and/or industry.

http://www.tsnn.com

Government Data Online

County Business Patterns is a series of reports with one for each state and an overview report for the entire United States. By SIC code, data provided is number of establishments, employees and payroll for each county.

http://www.census.gov/epcd/cbp/index.html

Current Population Reports gathered from Census data are published in series. Some of the more focused reports are P20 Population Characteristics; P23 Special Studies and P60 Consumer Income.


Monthly Retail Trade: Sales and Inventories reflect data for monthly retail sales and end-of-month inventories by major type-of-business category and for selected individual businesses.

http://www.census.gov/mrts/www/mrts.html

This website includes surveys of information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics.

http://www.bls.gov/cex/home.htm
SWOT Analysis

**Business Source Premier** (online database available through library), click “company profiles” – Data Monitor Reports

**Articles Key Online Databases, Library**

Full text scholarly searching:

- **ABI/Inform** – newspapers, magazines, scholarly journals, dissertations
- **Business Source Premier** -business magazines, scholarly journals, and trade publications
- **Lexis-Nexis Academic** - full-text news, business, and legal publications

**Other Useful Resources**

**Business Plans Handbook** MCOB Ref HD 62.7.B865

This handbook offers business plans used for small businesses such as bed and breakfast, coffee houses or manufacturers. Also included are examples of business plan outlines and a directory of interest to entrepreneurs.

**SRDS The Lifestyle Market Analyst** MCOB Ref 5415.33.U6.L54

This is an excellent resource for market analysis at the local, regional and national level. In addition to breaking down the American population geographically and demographically, extensive information on the interests, hobbies and activities that are popular in each geographic and demographic market are included.

Metro Market Analysis Illustrations for Coastal Alabama Locations as generated by the USA Center for Real Estate Studies. This information is available upon request at the MCOB LRC Front Desk.