

International Marketing Research Guide

Mitchell College of Business Library
University of South Alabama



The purpose of this guide is to assist in the research of
foreign markets and industries.

International Marketing and Research Guide

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Greetings,

This guide has been created for those researching international countries particularly from the standpoint of marketing and those responsible for launching a new product, service or company in an international country.

There are a variety of resources that contain credible resources when conducting research at a global level. This guide is organized with external resources first and then the library resources included secondly.

The external resources come from a variety of governmental and global agency resources as well as information portals that will contain some research available at no cost.

Within the library resources, there is information on useful databases as well as print materials within the library's reference section. These library's resources are cost prohibitive to the individual researcher but available to our patrons to use within the library while conducting their research.

I hope you find this guide useful as you conduct international research utilizing both external and library resources,

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EXTERNAL RESOURCES

Academy of International Business (<http://aib.msu.edu/>)

International Academy of Business and Economics
(<http://www.iabe.com/domains/iabex/Default.aspx>)

North American Small Business and International Trade Educators
(NASBITE) (<http://www.nasbite.org>)

GlobalEDGE (Michigan State)
(<http://globaledge.msu.edu/resourcedesk/>)

University of North Carolina
(http://lib.unc.edu/reference/busecon/international_business/)

UNITED STATES GOVERNMENT

Central Intelligence Agency – World Fact Book Online
(<http://www.cia.gov/library/publications/the-world-factbook/index.html>)

U.S. State Department

- Country Background Notes
- Country Commercial Guides
- U.S. Embassies and Consulates

(<http://www.state.gov/>)

United States Department of Commerce
(<http://www.commerce.gov/>)

International Trade Administration

- U.S. Commercial Service
- Market Access and Compliance
- Import Administration

Bureau of Industry and Security
(<http://trade.gov/index.asp>)

UNITED STATES GOVERNMENT

Export

(www.export.gov)

Essentials of Export Controls

(<http://www.bis.doc.gov/seminarsandtraining/seminar-training.htm>)

Economics and Statistics Administration

(<http://www.esa.doc.gov/>)

Census bureau – International Statistical Agencies

(http://www.census.gov/aboutus/stat_int.html)

Bureau of Economic Analysis

(<http://www.bea.gov/>)

INTERNATIONAL AGENCIES

International Monetary Fund

(<http://www.imf.org/external/country/index.htm>)

United Nations

- Publications
- UN Data – A World of Information UN Conference on Trade and Development Databases

(<http://www.un.org/en/index.shtml>)

Organization for Economic Cooperation and Development (OECD)

(www.oecd.org)

World Trade Organization

(<http://www.wto.org/>)

The World Bank

(<http://data.worldbank.org/>)

INFORMATION PORTALS, INDEXES AND RESEARCH REPORTS

Heritage Foundation – 2012 Index of Economic Freedom

(<http://www.heritage.org/index/>)

Freedom House – Freedom in the World Report

(<http://www.freedomhouse.org/template.cfm?page=15>)

KPMG's Guide to International Business Location – Competitive Alternatives

(<http://www.competitivealternatives.com/default.aspx>)

McKinsey's Global Institute – McKinsey Global Institute Reports

(<http://www.mckinsey.com/mgi/rp/>)

Pew Research Center – Global Attitudes Project

(<http://pewglobal.org/>)

World Economic Forum – Global Information Technology Report

(<http://www.weforum.org/en/initiatives/gep/Global%20Information%20Technology%20report/index.htm>)

Foreign Stock Market Performance

(http://money.cnn.com/data/world_markets/americas/)

Currency Conversion

(<http://money.cnn.com/data/currencies/>)

COUNTRY BACKGROUND **INFORMATION**

EUROPA WORLD YEAR BOOK(REF JN1 .E85)

(Latest version USA Main Library Reference Desk)

The Europa World Year Book is a print resource that provides detailed country surveys containing the latest analytical, statistical and directory data available for over 250 countries and territories. Each country survey includes coverage of recent history, economic affairs, government, defense, education and public holidays. Included is an extensive statistical survey with the latest available figures on area and population (including employment statistics), health and welfare, agriculture, forestry, fishing, industry, finance, trade, transportation, tourism, the media and education.

BACKGROUND NOTES FROM THE U.S. STATE DEPARTMENT

The *State Department's Background Notes* are filled with information about foreign countries and include facts about the land, people, history, government, political conditions, economy, and foreign relations and is updated frequently.

www.state.gov/r/pa/ei/bgn

COUNTRY BACKGROUND INFORMATION

COUNTRY PROFILES AND REPORTS AVAILABLE IN BUSINESS SOURCE COMPLETE(MCOB Library Database)

This database includes many country related materials such as country profiles, business reports and economic forecasts available in a PDF format.

To access

them: <http://ehis.ebscohost.com/ehost/search/advanced?sid=ff537630-cce8-4948-820e-f21d99ad0d33%40sessionmgr15&vid=1&hid=20>

On the Business Source Complete search page notice there are three separate areas. The upper part is the main search area; the middle part is "Search Options" and the bottom area is "Limit Your Results".

In the main search area **type in** the name of the required country and then **click SEARCH**.

In the bottom area "Limit your Results":

On the left –hand side: **CLICK** box for Full text

On the right-hand side:

- Publication type – **select** "Country Report" in the drop down box
- Language – **select** the language for the report in the drop down box

GlobalEDGE

GlobalEDGE is one of the best free international business resources available. It includes historical, economic, and political conditions along with statistical data and more for nearly 200 countries. The site is free, but you can register to access additional information. It was created by the International Business Center at Michigan State University.

globaledge.msu.edu/countries/

DATA AND STATISTICS

THE WORLD BANK

The World Bank's site provides a comprehensive collection of data and statistics on over 200 countries. The site covers a broad spectrum of topics from agriculture, economics, health, finance, social development and infrastructure.

By country: data.worldbank.org/country

By topic: data.worldbank.org/topic

WORLD ECONOMIC OUTLOOK DATABASE FROM THE INTERNATIONAL MONETARY (IMF)

This website contains current economic data and five- year economic projections. The site also includes historical data beginning in 1999.

[InternationalResources09_18_2012draft.docx](#)

WTO TRADE STATISTICS

This database is available through the World Trade Organization and includes economic and financial statistics on many countries. Data includes detailed statistics on key infrastructure services such as transportation, telecommunication finance, trade and insurance.

stat.wto.org

DATA AND STATISTICS

GlobalEDGE

GlobalEDGE is one of the best free international business resources available. It includes current statistical data for about 200 countries. The site is free, but you can register to access additional information.

globaledge.msu.edu/countries/

PFK COUNTRY TAXATION AND COMMERCIAL GUIDES

Each country guide provides a great overview of current and historical aspects of the country's economy and financial systems. It also includes relevant regulations that impact foreign investment in the company. Each guide averages 60 – 70 pages and is well organized.

www.PKF.com/publications

EXPORTERS ENCYCLOPEDIA(REF HF 3011 .E9)

(Located in the MCOB Library Reference section)

A print resource that provides an export profile for each country including basic statistics, regulatory information, documentation and forms, marketing data and practices, communications, transportation, business travel practices and customs and country contacts.

DATA AND STATISTICS

DOING BUSINESS FROM THE WORLD BANK

Doing Business provides objective measures of business regulations and their enforcement across 183 economies and selected cities. You can compare the ease of doing business in specific countries within a specific region or globally and is prepared by the *World Bank*. Included is a “Doing Business” country report for each country.

www.doingbusiness.org

COUNTRY COMMERCIAL GUIDES

Country Commercial Guides (CCG's) is prepared annually by U.S. embassies with the assistance of several U.S. government agencies. These reports present a comprehensive look at countries' commercial environments, using economic, political and market analysis.

www.buyusainfo.net

RESEARCHING INDUSTRIES IN SPECIFIC COUNTRIES, REGIONS OR WORLDWIDE

STANDARD & POOR'S INDUSTRY SURVEYS

(Available in S&P NetAdvantage, a MCOB Library Database)

This is an excellent source of information about specific industries. The surveys are published quarterly and include detailed overviews for over 50 major industries and brief outlooks for over 150 sub-industries. The reports are mainly focused on the U.S. but contain some information on international markets.

RESEARCHING INDUSTRIES IN SPECIFIC COUNTRIES, REGIONS OR WORLDWIDE

INDUSTRY PROFILES & MARKET REPORTS

(Available in Business Source Complete, a MCOB Library Database)

This database includes thousands of industry profiles with country, regional and global industry reports included. Each report includes market definition, value, volume and segmentation. They also include information about the competitive landscape and leading companies within the industry

GlobalEDGE

GlobalEDGE is one of the best free international business resources available. The industries section provides valuable information and data on both broad and very specific industries. The site is free, but you can register to access additional information.

globaledge.msu.edu/industries

ENCYCLOPEDIA OF INDUSTRIES and INDUSTRY MARKET RESEARCH REPORTS

(Available in Business Insights: Essentials, a MCOB Library Database)

These two resources provide general industry overviews as well as country specific industry information. They include both established and emerging industries. Be sure to explore additional information in the database using the tabs near the top of the screen.

To get started: http://bi.galegroup.com/essentials/?u=naal_usam

From the main Business Insights: Essentials screen, **type** in “Market Research Reports” then **CLICK** Search. On the left sidebar you can search within your results.

RECOMMENDED MCOB LIBRARY DATABASES

Business Source Complete

Business Insights: Essentials

LexisNexis Academic

ProQuest Newspapers

S&P NetAdvantage

RECOMMENDED PRINT MATERIALS

Consumer International

(MCOB Library Ref) HC 79 .C6 C636

Directory of American Firms Operating in Foreign

Countries (Main Library Ref) HG 4538 .A1 D5

Exporters' Encyclopedia

(MCOB Library Ref) HF 3011 .E9

Global Competitiveness Report

(MCOB Library Ref) HF 1414 .G559

Import/Export Kit for Dummies

(MCOB Library Ref) HF 1416.5 .C36 2012

International Marketing and Data Statistics

(MCOB Library Ref) HA 42 .I56

International Trade Statistics Yearbook

(Main Library Ref) HF 91 .U474

The Europa World Year Book

(Main Library Ref) JN 1 .E85

Wiley International Encyclopedia of Marketing

(MCOB Library Ref) HF 5415 .W54 2011

RECOMMENDED PRINT MATERIALS

World Consumer Income & Expenditure Patterns

(MCOB Library Ref)HB 522 .W67

World Development Indicators

(MCOB Library Ref)HC 59.15 .W656 2012

World Directory of Business Information Sources

(MCOB Library Ref)HF 54.5 .W6675 2010

World Economic Situation and Prospects

(MCOB Library Ref)HC 59.15 .W67 2012

World Retail Data and Statistics

(MCOB Library Ref)HF 5429 .W675

INTERNATIONAL MARKETING 336 COURSE GUIDE

(Located in MCOB Library Resources Guide)

<http://libguides.southalabama.edu/contents.php?pid=207697&sid=1731573>

From the MCOB Library Page:

- select “Library Resources Guide”
- select “Business Course Guides” tab
- select MKT 336 International Marketing (under Marketing on left side of page)

NOTES

For Research Assistance:
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www.bizlibnews.blogspot.com
www.southalabama.edu/univlib/mcob