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# GLOBAL MARKETING

Susan Hurst, Business Librarian

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## HANDBOOKS/GUIDES, DICTIONARIES, DIRECTORIES

Dictionary of International Business Law King Ref K 1004.6 .O88 2008

Dictionary of International Trade BEST Ref HF 1373 .H55 2006

Directory of American Firms Operating in Foreign Countries BEST Ref HG 4538.A1 D5 2007

Doing Business Anywhere: the Essential Guide to Going Global BEST Ref HD 62.4 .T735 2007

Export/Import Procedures and Documentation BEST Ref HF 1416.5 .J64 2010

Exporters' Encyclopaedia BEST Ref HF 3011 .E9 2008/9

The Global Business Handbook: The Eight Dimensions of International Management  
BEST Ref HD 62.4 .G536 2009

Global Competiveness Report <http://tinyurl.com/GlobalCompete10>

Global Corruption Report (Transparency International) <http://tinyurl.com/GlobalCorrupt>

Going Global BEST Ref HD 2341 .A94 2009

Handbook of Country Risk <http://www.trading-safely.com/>

The Handbook of International Corporate Governance BEST Ref HD 2741 .H26 2005

International Financial Statement Analysis BEST Ref HF 5681.B2 I5788 2009

International Business Transactions in a Nutshell King Ref K 3943 .F638 2009

International Themes in Business Law King Ref K 1005 .I574 2007 v.1-5

International Retailing BEST Ref HF 5429 .S74 2007

Martindale-Hubbell International Law Digest King Ref K 526.5 .M37 2005

MBA Fundamentals : International Business BEST Ref HD 2755.5 .I97 2009

**The Next 4 Billion : Market Size and Business Strategy at the Base of the Pyramid**  
BEST Ref HC 79 .C6 N495 2007

**The SAGE Handbook of International Marketing** BEST Ref HF 1416 .S24 2009

**Start Your Own Import/Export Business** BEST Ref HF 1416.5 .T87 2010

**The World Guide to CSR** BEST Ref HD 60 .W67 2010

### **NORTH & SOUTH AMERICA**

**Argentina a Global Studies Handbook** <http://tinyurl.com/Argentinahandbook>

**Brazil a Global Studies Handbook** <http://tinyurl.com/Brazilhandbook>

**Brazil Competitiveness Report** <http://tinyurl.com/clo9h4>

**Doing Business and Investing in Mexico Guide** BEST Ref HF 3237 .D655 2007

**Costa Rica a Global Studies Handbook** <http://tinyurl.com/CostaRicachandbook>

**Cuba a Global Studies Handbook** <http://tinyurl.com/Cubahandbook>

**Culture Shock! Brazil** King Ref F 2510 .P63 2009

**Culture shock! Ecuador** King Ref F 3710 .C76 2009

**Global Latinas : Latin America's Emerging Multinationals** BEST Ref HD 2810.5 .C375 2009

**The Global Manager's Guide to Living and Working Abroad : Western Europe and the Americas** BEST Ref HF 5382.55 .G56 2009

**How To Say It : Doing Business in Latin America** BEST Ref HF 5389.3.L3 D57 2009

**Latin American Business Cultures** King Ref GN 564.L29 L37 2011

**Marketing in the Emerging Markets of Latin America** BEST Ref HF 5415.12.L3 M37 2005

**Mexico : a Global Studies Handbook** <http://tinyurl.com/Mexicohandbook>

**Mexico Competiveness Report** <http://tinyurl.com/lxqe88>

**Political Handbook of the Americas** King Ref JF 37 .P655 2008

### **ASIA & INDIA**

**An American's Guide to Doing Business in India** BEST Ref HD 2899 .M345 2008

**Business Passport to Japan** BEST Ref HF 5389.3 J3 S55 2008

**China : the Business Traveller's Handbook** King Ref DS 705 .S555 2009

**China Uncovered** BEST Ref HG 5782 .S76 2010

**Culture and Business in Asia** BEST Ref HD 70.A78 G85 2009

**Cultureshock! Australia** King Ref DU 107 .S537 2009

**Culture Shock! New Zealand** King Ref DU 418 .O47 2009

**Culture Shock! Philippines** King Ref DS 663 .R64 2009

**CultureShock! Singapore** King Ref DS 609.9 .B73 2009

**Doing Business in China** BEST Ref HF 3836.5 .T67 2010

**Doing Business in 21st Century India** BEST Ref HG 5732.I6 B3315 2008

**Doing Business with the New Japan** BEST Ref HD 58.6 .H63 2008

**The Global Manager's Guide to Living and Working Abroad : Eastern Europe and Asia**  
BEST Ref HF 5382.55 .G559 2009

**Japan : the Business Traveller's Handbook** King Ref DS 805.2 .S73 2009

**India Competiveness Review** <http://tinyurl.com/35uz8j7>

**Indonesia Competitveness Report** <http://tinyurl.com/Indonesia2011>

**Luxury China : Market Opportunities and Potential** BEST Ref HF 5813 .C56 2010

**Singapore : the Business Traveller's Handbook** King Ref DS 608.8 .W55 2009

**Thailand : the Business Traveller's Handbook** King Ref DS 563 .L45 2010

**Vietnam Business Guide** BEST Ref HG 5750.5.A3 V54 2010

### **RUSSIA & CENTRAL & EASTERN EUROPE**

**Bosnia and Herzegovina's Business Environment** <http://tinyurl.com/29drtrf>

**Doing Business with Croatia** <http://tinyurl.com/25c7blx>

**Doing Business with Estonia** <http://tinyurl.com/29tvg9q>

**Doing Business with Hungary** <http://tinyurl.com/2fappnm>

Doing Business with Kazakhstan <http://tinyurl.com/2cal5rd>

Doing Business with Latvia <http://tinyurl.com/2ap4z2t>

Doing Business with Lithuania <http://tinyurl.com/35tva48>

Doing Business with Poland <http://tinyurl.com/27qchn3>

Doing Business with Russia <http://tinyurl.com/23uv7ls>

Doing Business with Serbia and Montenegro <http://tinyurl.com/2cw4zrr>

Doing Business with Slovakia <http://tinyurl.com/2axe95>

Doing Business with Slovenia <http://tinyurl.com/24yyhcl>

Doing Business with Ukraine <http://tinyurl.com/32fdxts>

The Global Manager's Guide to Living and Working Abroad : Eastern Europe and Asia  
BEST Ref HF 5382.55 .G559 2009

Marketing in the Emerging Markets of Central and Eastern Europe: the Balkans BEST Ref  
HF 5415.12.B28 M37 2005

Russia : the Business Traveller's Handbook King Ref DK 510.22 .G54 2009

Russia Competitiveness Report <http://tinyurl.com/russia2011>

Successfully Doing Business/Marketing in Eastern Europe BEST Ref HF 1532.7 .K57 2009

## **WESTERN EUROPE**

Business Insights, Europe : A Practical Guide To Company Formation, Employment Law and Taxation Across The EU BEST Ref HD 2844 .J65 2009

Culture Shock! London King Ref DA 679 .H37 2009

Culture Shock! Portugal King Ref DP 516 .P545 2009

The Global Manager's Guide to Living and Working Abroad : Western Europe and the Americas BEST Ref HF 5382.55 .G56 2009

Investors' Guide to the United Kingdom <http://tinyurl.com/2gxmqaе>

Starting a Business in France BEST Ref HD 62.5 .D485 2004

Starting a Business in Spain BEST Ref HF 3687 .H63 2004

## **AFRICA & MIDDLE EAST**

**Africa Competitiveness Report 2011** <http://tinyurl.com/AfricaCompete11>

**Africa Yearbook** King Ref DT 353 .A37 2009

**Africa Rising** BEST Ref HF 3876.5 .M34 2009

**The Arab World Handbook** King Ref DS 36.7 .P48 2005

**Arab World Competitiveness Report** <http://tinyurl.com/ArabCompete10>

**Business and Management Environment in Saudi Arabia** BEST Ref HD 62.4 .A39 2009

**Culture and Customs of Jordan** King Ref GN 635 .J6 S56 2007

**Culture Shock! Morocco** King Ref DT 304 .H37 2009

**Culture Shock! Turkey** King Ref DR 416 .B37 2009

**Culture Shock! Saudi Arabia** King Ref DS 215 .N67 2009

**Doing Business with Bahrain** <http://tinyurl.com/348gomd>

**Doing Business with Jordan** <http://tinyurl.com/3x7dh6c>

**Doing Business with Kuwait** <http://tinyurl.com/393sxtz>

**Doing Business with Libya** <http://tinyurl.com/39hawqp>

**Doing Business with the United Arab Emirates** <http://tinyurl.com/39xspn2>

**Dubai & Co:Global Strategies for Doing Business in the Gulf** BEST Ref HF 3866 .Z5 R44 2008

**Marketing in the Emerging Markets of Islamic Countries** BEST Ref HF 3868 .M37 2007

**Political Handbook of Africa** King Ref JQ 1875 .P63 2007

**Political Handbook of the Middle East** King Ref JQ 1758 .A58 P65 2008

**Qatar : the Business Traveller's Handbook** King Ref DS 247.Q32 C43 2008

## **INTERNATIONAL BUSINESS CULTURE & ETIQUETTE**

**Asian Business: Customs & Manners** BEST Ref HF 5389.3 .A78 B67 2007

**Bridging the Culture Gap** BEST Ref HF 5389 .C36 2008

**Chinese Business Etiquette** BEST Ref HF 5389.3 .C6 V47 2008

**Countries and Their Cultures** <http://www.lib.muohio.edu/etexts/redirect/1186>

**Culture Grams** King Ref GT 150 .C85 2010 v.1-4

**Culture, Leadership, and Organizations: the GLOBE study of 62 societies** BEST Ref HD 57.7 .L4323 2004

**Doing Business Beyond America's Borders** BEST Ref HD 62.4 .T85 2008

**European Business Customs & Manners** BEST Ref HF 5389.3.E85 B67 2006

**Global Marketing and Advertising: Understanding Cultural Paradoxes** BEST Ref HF 5415.127 .M66 2010 (includes Hofstede's dimensions)

**Global Road Warrior** King Ref G 156.5 .B86 G56 2007 v.1-3

**How To Negotiate Anything With Anyone Anywhere Around The World** BEST Ref HD 58.6 .A27 2008

**Kiss, Bow, or Shake Hands : Europe** BEST Ref HF 5389 .M675 2007

**Passport To Success : The Essential Guide to Business Culture and Customs in America's Largest Trading Partners** BEST Ref HF 5389 .M3753 2009

**Savvy Business Traveler's Guide to Customs and Practices in Other Countries** BEST Ref HF 5389 .B58 2008

**Understanding Global Cultures** (includes Gannon's Metaphors) King Ref GN 345.7 .G36 2010

**World's Business Cultures and How to Unlock Them** <http://tinyurl.com/32ta473>

## **ECONOMIC & STATISTICAL SOURCES**

**African Statistical Yearbook** <http://tinyurl.com/AfricanYearbook>

**Atlas of Global Development** <http://tinyurl.com/AtlasGlobalDev>

**Balance of Payments Statistics Yearbook** BEST Ref HF 1014 .I6x 2009

**Economic Survey of Latin America and the Caribbean** <http://tinyurl.com/LatinAmEcon>

**Europe in Figures 2010** <http://tinyurl.com/EurFig10>

**European Union Encyclopedia and Directory** BEST Ref HC 241.2 .E8334 2008

**Government Finance Statistics Yearbook** <http://tinyurl.com/GFSY09>

**International Financial Statistics Yearbook** <http://www.lib.muohio.edu/indexes/redirect/561>

OECD Economic Surveys <http://tinyurl.com/EconSurv>

OECD in Figures <http://tinyurl.com/OECDFigures>

Small States : Economic Review and Basic Statistics BEST Ref HC 59.69 .S63 2008

Statistical Yearbook for Asia and the Pacific <http://tinyurl.com/32ejtl2>

Statistical Yearbook for Latin America & the Caribbean <http://tinyurl.com/StatYearbook>

World Development Indicators <http://tinyurl.com/WorldDevIndicate>

World Fact Book <http://tinyurl.com/2h2e3k>

## **INTERNATIONAL MARKETING & DEMOGRAPHIC INFORMATION**

Global Market Share Planner BEST Ref HD 2757.15 .G56 2006 v.1-6

Retail Trade International BEST Ref HF 5429 .R48 2009 v.1-2

Who Buys What BEST Ref HF 5415.32 .W56 2009

World Consumer Lifestyles Databook BEST Ref HF 5415.32 .W675 2007

## **INTERNATIONAL MEDIA & ADVERTISING DATA**

Advertising Red Books: International Advertisers & Agencies BEST Ref HF 5804 .S73 2008

Americas Market & Mediafact <http://tinyurl.com/MediaAM>

Asia Pacific Market & Mediafact <http://tinyurl.com/MediaAsia>

Central & Eastern European Market & Mediafact <http://tinyurl.com/MediaCentEur>

The Handbook of Spanish Language Media King Ref P 92.L3 H36 2009

Hitting the Headlines in Europe: A Country-By-Country Guide to Effective Media Relations  
King Ref HM 1221 .B87 2004

The Media in Latin America King Ref P 92 .L3 M435 2008

Middle East and Africa Market & Mediafact <http://tinyurl.com/MedMideast>

The Global Public Relations Handbook King Ref HM 1221 .G57 2009

Television in Asia Pacific to 2018 BEST Ref HF 6146 .T42 T44 2018

Television in Central and Eastern Europe to 2012 BEST Ref HE 8700.9.E84 T454 2004

Television in the Americas to 2014 BEST Ref HF 6146.T42 T45 2014

Television in Western Europe to 2018 BEST Ref HE 8700.9.E86 T454 2018

Western European Market & Mediafact <http://tinyurl.com/MediaWestEur>

## **ELECTRONIC DATABASES**

To access these databases, select **Research by Subject** from the Library's homepage (<http://www.lib.muohio.edu>) and click on M for **Marketing**. On the Marketing page (<http://libguides.lib.muohio.edu/mkt>) click on **All Marketing Databases** tab. Also click on the **Database Videos** tab to see 3-5 minute videos demonstrating **how to use these databases**.

### Business & Industry

You can find trade journal articles on products or marketing in specific countries through this database. You can search on any term and limit by geographical areas.

### Global Market Information Database (GMID)

This contains statistics and in-depth market research reports for many consumer products around the world. It is especially good for industry trends and market share information.

### SRDS Media Solution

This database allows you to find advertising rates for **international print publications**, including newspapers, consumer magazines, and trade publications.

### Country Profiles & Country Commerce Online

This database from the Economist Intelligence Unit focuses on politics, economic data, and business information for over 200 countries. Use the Latest Reports link on the right side of the screen to see the entire report for a country or look at individual sections through the tabs at the top of the screen.

### Marketline (Datamonitor 360)

For many countries, this database can provide information on their political, economic, social, technological, legal and environmental structure. This database also contains reports on 30,000 US and International companies, and 3,200 industry reports, many of these also international.

## **WEBSITES**

Useful websites for International Business & Marketing are also linked on my Marketing page (<http://libguides.lib.muohio.edu/mkt>). Click on the **Websites Tab** at the top of the screen. From there, click on the link to **Business Websites** and then on **International Business**. Look especially at the **Country Commercial Guides**. These are published annually by the US State Department and contain much useful information about operating a business internationally. You can also access them directly at <http://tinyurl.com/comguides>

Last but not least, remember to **CITE your sources**. Go to the **Marketing page** <http://libguides.lib.muohio.edu/mkt> and click on the **Citing Sources tab** for information on citing **specific business databases**, such as Hoover's, Marketline, GMID, etc.

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