

GLOBAL MARKETING

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Feb., 2014

GENERAL INTERNATIONAL MARKETING

All Business Is Local: Why Place Matters More Than Ever in a Global, Virtual World BEST
Library HF 5415.1265 .Q45 2012

Brand Breakout How Emerging Market Brands Will Go Global <http://tinyurl.com/BrandBreakout>

The Changing Nature of Doing Business in Transition Economies BEST HG 5993 .C435 2011

Consumer Behavior: Women and Shopping BEST Library HF 5415.332.W66 H83 2011

The Consumer Mind: Brand Perception and the Implication for Marketers BEST HF 5415.32
.M378 2012

Customer Sense: How the 5 Senses Influence Buying Behavior BEST HF 5415 .K674 2013

Dictionary of Advertising and Marketing Concepts BEST Ref HF 5803 .B47 2013

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

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

Doing Business in Emerging Markets BEST Library HB 615 .H576 2013

Doing Business in the BRICS: A Practical Legal Handbook BEST Library HD 62.4 .D65 2012

Entrepreneurial Marketing: Global Perspectives BEST HF 5415.13 .E58 2013

Export/Import Procedures and Documentation <http://tinyurl.com/exp-imp>

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

Global Competiveness Report <http://tinyurl.com/GlobalCompete13>

Global Corruption (Transparency International) <http://www.transparency.org/country>

Globalization, Culture, and Branding: How to Leverage Cultural Equity for Building Iconic Brands in the Era of Globalization BEST HF 5415.1255 .T67 2013

Going Global BEST Ref HD 2341 .A94 2009

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

Innovation in Pricing: Contemporary Theories and Best Practices BEST HF 5416.5 .I586 2013

International Consumer Behavior In The 21st Century Impact On Marketing Strategy Development <http://tinyurl.com/IntlConsumers>

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

International Business Transactions in a Nutshell King Ref K 3943 .W54 2012

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

Multicultural Perspectives in Customer Behaviour BEST HF 5415.32 .M85 2012

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

Serving Customers: Global Services Marketing Perspective BEST HF 5415.5 .S473 2013

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

Transnational Marketing and Transnational Consumers <http://tinyurl.com/TransNatMkt>

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

World Investment Report 2012 <http://tinyurl.com/WorldInvest13>

NORTH & SOUTH AMERICA

Best Customers Demographics of Consumer Demand (US Info only) <http://tinyurl.com/BestCust>

Bottled and Sold: The Story Behind Our Obsession With Bottled Water BEST TP 659 .G54 2010

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

Culture Shock! Brazil <http://tinyurl.com/CShockBrazil>

Export.gov <http://export.gov/brazil/>

Export.gov <http://export.gov/canada/>

Export.gov <http://export.gov/mexico/>

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

Household Spending Who Spends How Much On What (US Info Only) <http://tinyurl.com/HHSpend>

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

Mexico King Ref HN 117 .M487 2012

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

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

Why I Buy: Self, Taste, and Consumer Society in America BEST Library HC 110.C6 G22 2013

CHINA

China: the Business Traveller's Handbook King Library (2nd Floor) DS 705 .S555 2009

Doing Business Successfully In China BEST Library HG 5782 .C48 2011

China: Doing Business In The Middle Kingdom BEST Library HF 3836.5 .S773 2012

China Uncovered BEST Ref HG 5782 .S76 2010

Consumers and Individuals in China: Standing Out, Fitting In BEST Library HC 430.C6 G75 2013

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

Doing Business in China BEST Ref HF 3836.5 .T67 2010

Doing Business With China Avoiding The Pitfalls <http://tinyurl.com/bt7ptbb>

Export.gov <http://export.gov/china>

Global Strategies for Emerging Asia BEST Library HF 3752.3 .G55 2012

Marketing Management in Asia BEST HF 5415.13 .M3527 2013

Retail Internationalization In Emerging Countries The Positioning Of Global Retail Brands in China <http://tinyurl.com/IntlRetail>

Shopping Behavior in Asia BEST Library HF 5415.33.E18 S38 2011

The \$10 Trillion Prize: Captivating The Newly Affluent In China And India BEST Library HC 430.C6 A13 2012

What Chinese Want: Culture, Communism, And China's Modern Consumer BEST Library H 5415.33. C6 D634 2012

POLAND

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

Consumer Behaviour: A European Outlook BEST OVERSIZED, HF 5415.33.E85 H36 2012

Consumption Culture in Europe: Insight into the Beverage Industry BEST HD 9348.E852 C66 2013

Diversity In European Marketing Text And Cases <http://tinyurl.com/EurDiverse>

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

Export.gov <http://export.gov/poland/>

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 Reserves (ask at the BEST Library Circ Desk)

The Cultural Dimension of Global Business BEST Library HD 2755.5 .F48 2013

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

Global Marketing and Advertising: Understanding Cultural Paradoxes BEST Ref HF 5415.127 .M66 2014 (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 2013

World Business Cultures <http://www.worldbusinessculture.com> (includes management styles)

ECONOMIC & STATISTICAL SOURCES

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

Balance of Payments Statistics Yearbook BEST Ref HF 1014 .I6x 2012

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

Key Figures in Europe 2013 <http://tinyurl.com/lynbk3t>

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

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

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

OECD Factbook 2013 <http://tinyurl.com/OECDFB13>

Regional China: A Business and Economic Handbook BEST HC 427.95 .G865 2013

Statistical Yearbook for Asia and the Pacific <http://tinyurl.com/StatYearbook13>

Statistical Yearbook for Latin America & the Caribbean <http://tinyurl.com/LatinAM13>

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 in Developing and Emerging Countries BEST Library HF 5813.D44 A38 2011

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

Americas Market & Mediafact <http://tinyurl.com/MediaAM12>

Asia Pacific Market & Mediafact <http://tinyurl.com/MediaAsia12>

Consumer Behavior and Culture: Consequences For Global Marketing And Advertising BEST Library HF 5415.32 .M66 2011

Dynamics of International Advertising BEST Ref HF 5823 .M829 2011

Global Advertising, Attitudes and Audiences BEST Library HF 5823 .W52 2011

Globalisation And Advertising In Emerging Economies: Brazil, Russia, India and China BEST Library HB 501 .C56 2011

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

Lifestyle Brands a Guide to Aspirational Marketing <http://tinyurl.com/LifestyleBnds>

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

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

Spending Advertising Money in the Digital Age <http://tinyurl.com/AdDigital>

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

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

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

WEBSITES & CITING YOUR SOURCES

Useful websites for International Business & Marketing are also linked on my International Marketing page (<http://tinyurl.com/IntlMkt>), on the bottom half of the page under the databases. Look especially at the **Country Commercial Guides** and the **Michigan State Global Edge** site.

Last but not least, remember to **CITE your sources**. Go to the **Marketing page** <http://libguides.lib.miamioh.edu/mkt> and click on the **Citing Sources link** for help with citing **print sources** (links to **Citation Machine & Purdue Owl**) as well citation examples for **specific business databases**, such as SRDS, Marketline, GMID, etc.

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