



GLOBAL MARKETING

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HANDBOOKS/GUIDES & DICTIONARIES

Dictionary of International Business Terms King Ref HD 62.4 .C36 2004

Dictionary of International Trade King Ref HF 1373 .H55 2006

Exporters' Encyclopaedia King Ref HF 3011 .E9 2007/08

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

A Handbook of World Trade King Ref HF 1379 .H366 2004

International Dictionary of Marketing King Ref HF 5412 .Y33 2002

International Marketing Research King Ref HF 1416 .C73 2005

Key Concepts In International Business King Ref HD 2755.5 .S88 2004

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

Start Your Own Import/Export Business King Ref HF 1416 .D66 2007

A Short Course in International Marketing Blunders King Ref HF 1416 .W48 2002

A Short Course in International Trade Documentation King Ref HF 1379 .H56 2002

Take Your Business Global King Ref HF 1416 .K38 2004

INTERNATIONAL COMPANY DIRECTORIES

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

LexisNexis Corporate Affiliations King Ref HG 4057 .A217 2007 V. 1-8

COUNTRY OVERVIEWS

The 86 percent solution: how to succeed in the biggest market opportunity of the next 50 years King Ref HF 1416.6.D44 M34 2006

Craighead's International Business, Travel, & Relocation Guide King Ref HF 5549.5.E45 D56

Global Business Practices: Adapting for Success King Ref HD 58.7 .S3477 2006

Global Road Warrior : 175-country resource for the international business travel, business communications, business culture King Ref G 156.5.B86 G56 2007 v.1-3

Entering & Succeeding in Emerging Countries King Ref HC 59.7 .S26 2004

The Handbook of Country Risk King Ref HG 4538 .R57 2005/06

Political Risk Yearbook (Available through the **Business Source Complete** database)

Understanding Emerging Markets King Ref HC 59.7 .P42 2007

When Cultures Collide: leading across cultures King Ref HD 62.4 .L49 2005

NORTH & SOUTH AMERICA

Doing Business in the New Latin America King Ref HF 3230.5.Z5 B43 2004

Latin American Business Cultures King Ref GN 564.L29 L37 2005

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

Passport Mexico King Ref HF 5389.3.M6 M35 2003

ASIA & INDIA

Check the library catalog, newer editions of some of these titles are available online.

An American's Guide to Doing Business in China King Ref HD 2910 .S39 2007

China Economic Review's China Business Guide King Ref HF 3837 .C432 2005

Doing Business in China King Ref HD 2910 .P53 2007

Doing Business with China King Ref HC 427.95 .D65 2005

Doing Business in India for Dummies King Ref HF 3784 .M365 2007

Doing Business with India King Ref HC 435.3 .D65 2007

Going to Japan on Business King Ref DS 811 .B689 2003

Mastering Business in Asia: Strategy for success in Asia King Ref HF 3752 .S56 2005

Passport Japan King Ref HD58.7 .E445 2003

Vietnam Today: a guide to a nation at a crossroads King Ref DS 556.3 .A74 2005

RUSSIA & CENTRAL & EASTERN EUROPE

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A Business Guide to EU Enlargement King Ref HG 5430.7.A3 B87 2004

Doing Business in Emerging Europe King Ref HF 1532.7 .Z368 2003

Doing Business with Croatia King Ref HF 3738.Z6 D65 2004

Doing Business with Estonia King Ref HF 3639.7.Z6 D65 2003

Doing Business with Hungary King Ref HF 3550.5.Z6 D64 2003

Doing Business with Kazakhstan King Ref HF 3770.23.Z5 D65 2004

Doing Business with Latvia King Ref HF 3639.8.Z6 D65 2003

Doing Business with Lithuania King Ref HF 3639.9.Z6 D65 2003

Doing Business with Poland King Ref HG 5587 .D65 2003

Doing Business with Russia King Ref HF 3630.2.Z6 D65 2005

Doing Business with Serbia and Montenegro King Ref HF 3732.5 .D657 2004

Doing Business with Slovakia King Ref HC 270.3 .D65 2004

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Doing Business with the Russian Region of Krasnodar Krai King Ref HF 3630.2.Z6 D655

Doing Business with Ukraine King Ref HG 5580.9.A3 D65 2002

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

Russia, All 89 Regions: Trade and Investment Guide King Ref HC 340.12.A1 R89 2004

WESTERN EUROPE

Doing Business with Germany King Ref HG 5495 .D64 2002

Doing Business with Malta King Ref HF 3590.5.Z5 D65 2003

Europe Review King Ref HC 240 .E819 2003/04

Investors' Guide to the United Kingdom King Ref HG 5432 .I618 2005

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

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

AFRICA & MIDDLE EAST

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Africa King Ref DT 1 .A37 2003

Arab World Handbook King Ref DS 36.7 .P48 2005

Doing Business in South Africa King Ref HG 5851.A3 D65 2001

Doing Business with Bahrain King Ref HF 3768 .D65 2005

Doing Business with Egypt King Ref HF 3886.Z6 D65 2001

Doing Business with Jordan King Ref HC 415.26 .D65 2004

Doing Business with Kuwait King Ref HF 3769.Z6 K46 2004

Doing Business with Libya King Ref HD 62.5 .D645 2004

Doing Business with Oman King Ref HF 3765 .D65 2002

Doing Business with Qatar King Ref HG 5717 .D64 2002

Doing Business with Saudi Arabia King Ref HF 1584.7 .D65 2006

INTERNATIONAL BUSINESS CULTURE & ETIQUETTE

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

Countries and Their Cultures Available as an e-book online at
<http://www.lib.muohio.edu/etexts/redirect/1186>

Cross-Cultural Business Behavior King Ref HF 5389 .G47 2005

Culture Grams King Ref GT 150 .C85 2008 v.1-4

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

Global Business Etiquette King Ref HF 5389 .M375 2006

The Global Etiquette Guide to Mexico and Latin America King Ref BJ 1838 .F673 2002

International Business Etiquette: Europe King Ref HF 5389.3 E87 S23 2004

Kiss, Bow, or Shake Hands King Ref HF 5389 .M67 2006

Korean Business Etiquette King Ref HF 5389.3.K67 D45 2004

When in Rome or Rio or Riyadh King Ref G 156.5.B86 O46 2004

World Wise: What to know before you go King Ref G 156.5.B86 D46 2005

ECONOMIC & STATISTICAL SOURCES

African Statistical Yearbook Govt & Law UN HA 4671.A1 A35 2004 pt.1-3

Asia & Pacific Review King Ref HC 411 .A73 2005

Atlas of Global Development King Ref G 1046.G1 W6 2007

Balance of Payments Statistics Yearbook King Ref HF 1014 .I6x 2007

Corporate Taxes: a worldwide summary King Ref HD 2753 .A3 C676 2004/05

Economic Survey of Latin America and the Caribbean, 2006/07 Available online at
<http://tinyurl.com/35fy5m>

Enlarged European Union: a statistical handbook King Ref JN 30 .E545 2003

Europe in Figures King Ref HC 241.2 .E81297 2005

European Business Facts And Figures 2007 Available online at <http://tinyurl.com/2m9khd>

The European Union Encyclopedia and Directory King Ref HC 241.2 .E8334 2004

Government Finance Statistics Yearbook King Ref HJ 101 .G68 v.30 2007

International Financial Statistics Yearbook King Ref HG 61 .I57 2007 or online at <http://www.lib.muohio.edu/indexes/redirect/561>

OECD Economic Surveys King Ref HC 170-HC 3403 (Also available online at <http://tinyurl.com/yrtz9v>)

OECD in Figures King Ref HC 240 .O335 2006-2007

Russia and Eurasia: Facts and figures annual King Ref HA 1446 .U17 v.28 2002

Small States : Economic review and basic statistics King Ref HC 59.69 .S63 2008

Statistical Yearbook for Asia and the Pacific, 2007 Available online at <http://tinyurl.com/2rjdd9>

Statistical Yearbook for Latin America and the Caribbean King Ref HA 755 .A68 2006 or available online at <http://tinyurl.com/3xwg7p>

World Income Distribution King Ref HC 79.C6 W6754 2005/06

World Development Indicators King Ref HC 59.15 .W656 2007

World Fact Book Available at <https://www.cia.gov/cia/publications/factbook/index.html>

INTERNATIONAL MARKETING & DEMOGRAPHIC INFORMATION

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

Retail Trade International King Ref HF 5429 .R48 2007 v.1-6

Who Buys What King Ref HF 5415.32 .W56 2006 v.1-2?

World Consumer Lifestyles Datebook King Ref HF 5415.32 .W675 2007

INTERNATIONAL MEDIA & ADVERTISING DATA

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

Advertising Worldwide King Ref HF 5823 .A454 2001

Americas Market & Mediafact King Ref HC 94.A1 A545 2007

Asia Pacific Market & Mediafact King Ref HC 411.A1 A7 2007

Central & Eastern European Market & Mediafact King Ref HC 240.A1 E894 2007

Global Marketing and Advertising : understanding cultural paradoxes HF 5415.127 .M66 2005

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

Middle East And Africa Market & Mediafact King Ref HC 415.15 .A1 M545 2003

Television in Asia Pacific to 2014 King Ref HF 6146.T42 T44 2005

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

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

Television in Western Europe to 2012 King Ref HE 8700.9.E86 T454 2006

Western European Market & Mediafact King Ref HC 240.A1 W475 2007

ELECTRONIC DATABASES

To access these databases, select **Research by Subject** from the Library's homepage (<http://www.lib.muohio.edu>) and click on **Marketing**.

Business & Industry

This database covers all countries and is excellent for finding data and statistics, such as market share and sales figures. You can search by company, product, keyword, and geographical area.

Global Market Information Database (GMID)

This contains in-depth market research reports for many consumer products around the world. It is particularly useful for information on Western Europe and the USA but also contains reports for other countries as well. It is especially good for 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

Country Profiles consists of in-depth country reports for over 200 countries. The reports include basic data about the country as well as in-depth sections on politics, resources and infrastructure, and the economy. The report also includes statistical tables, each with 5 years of data. **Country Commerce** includes operating conditions, taxation, and business regulations in 55 countries.

Marketline (formerly Datamonitor)

This database contains reports on 10,000 companies, 2,000 industries, and 50 countries. It is an excellent source for data on US and international companies and also country information.

WEBSITES

Useful websites for International Business & Marketing are also linked on the **Library's homepage** (<http://www.lib.muohio.edu/>) under "**Research by Subject**". Click on **Marketing** and then go to the **Other Resources** section at the top of the page. Click on **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/ymm8x3>).

Finally last but not least, go to the **Online Reference Shelf** from the Library Homepage (<http://www.lib.muohio.edu/onlineref/index.php>) and click on **Citation Guides and Style Manuals** to get information on how to **correctly cite your references**. There is also a link to **RefWorks**. RefWorks is a **free** online citation management tool that will create a library of your citations and use them to compile a bibliography in any format you choose. You can import citations directly into RefWorks from any of the **Ebsco** databases or the **library catalog**. See the **RefWorks brochure** (<http://www.lib.muohio.edu/about/refworks.pdf>) for details on how to import citations from other sources and databases.

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