



# GLOBAL MARKETING

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## HANDBOOKS/GUIDES & DICTIONARIES

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

Dictionary of International Trade King Ref HF 1373 .H55 2006

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

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

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

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

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International Retailing King Ref HF 5429 .S74 2007

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

Building an Import/Export Business King Ref HF 1416 .W43 2008

A Short Course in International Marketing Blunders King Ref HF 1416 .W48 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 2008 V. 1-8

## MULTIPLE COUNTRY OVERVIEWS

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

**Doing Business Beyond America's Borders : the do's, don'ts and other details of conducting business in 40 countries** King Ref HD 62.4 .T85 2008

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

**Global Corruption Report** (Transparency International) (King Ref JF 1081 .G56 2008)

**Global Marketing and Advertising: Understanding Cultural Paradoxes** (King Ref HF 5415.127 .M66 2005 (includes Hofstede's dimensions)

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

**Handbook of Country Risk** King Ref HG 4538 .R57 2005/06 (or online at <http://www.trading-safely.com/>)

**How To Negotiate Anything With Anyone Anywhere Around The World** (electronic book, available online at <http://tinyurl.com/globalnegotiating>

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

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

**Understanding Emerging Markets** King Ref HC 59.7 .P42 2007

**Understanding Global Cultures** (includes Gannon's Metaphors) King Ref GN 345.7 .G36 2004

**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

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

**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**

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

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

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

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

**Doing Business in China** King Ref HC 427.95 .A65 2009

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

**Doing Business with India** King Ref HC 435.3 .D65 2007

**Doing Business With the New Japan** King Ref HD 58.6 .H63 2008

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

**Vietnam Today: A Guide to a Nation at a Crossroads** King Ref DS 556.3 .A74 2005

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

**Bosnia and Herzegovina's Business Environment** King Ref HF 3739 .B675 2008

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

**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

**Doing Business with Slovenia** King Ref HF 1578.7 .D65 2004

**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

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

## **WESTERN EUROPE**

**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**

**Africa Yearbook** King Ref DT 353 .A37 2006

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

**Arab World Competitiveness Report** King Ref HC 498 .A1 A75 2005

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

**Doing Business with Bahrain** King Ref HF 3768 .D65 2005

**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 Saudi Arabia** King Ref HF 1584.7 .D65 2006

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

**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** King Ref HF 5389.3 .A78 B67 2007

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

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

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

**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

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

**Kiss, bow, or shake hands : Europe : how to do business in 25 European countries** King Ref HF 5389 .M675 2007

**Korean Business Etiquette** King Ref HF 5389.3.K67 D45 2004

**Passport To Success : The Essential Guide To Business Culture And Customs In America's Largest Trading Partners** King Ref HF 5389 .M3753 2009

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

**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

**World's Business Cultures and How to Unlock Them** King Ref HF 5389 .T66 2007

## **ECONOMIC & STATISTICAL SOURCES**

**African Statistical Yearbook 2007** Available online at <http://tinyurl.com/asyb2007>

**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 2008

**Corporate Taxes: A Worldwide Summary** King Ref HD 2753 .A3 C676 2004/05

**Economic Survey of Latin America and the Caribbean, 2007-08** Available online at <http://tinyurl.com/econsurvey07-08>

**Europe in Figures 2008** Available online at <http://tinyurl.com/6ffqhf>

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

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

**Government Finance Statistics Yearbook** King Ref HJ 101 .G68 v.30 2008

**International Financial Statistics Yearbook** King Ref HG 61 .I57 2008 or online at <http://www.lib.muohio.edu/indexes/redirect/561>

**OECD Economic Surveys** Available online at <http://tinyurl.com/yrtz9v>

**OECD in Figures 2008** Available online at <http://tinyurl.com/OECDFIG2008>

**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 2007

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

**Statistical Yearbook for Latin America & the Caribbean 2007** Available online at <http://tinyurl.com/5z7jgt>

**World Development Indicators** King Ref HC 59.15 .W656 2008

**World Fact Book 2008** Available online at <http://tinyurl.com/jor92>

## **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

**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

**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

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

**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**. To see videos demonstrating how to use these databases step-by-step, go to <http://www.units.muohio.edu/itunes/>

### **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/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

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