



BUS110: Prof. Emin Term Project

REFERENCE BOOKS

Encyclopedia of Advertising
Encyclopedia of Consumer Brands
International Directory of Company Histories
Hoovers Handbook of American Business
Market Share Reporter

Call Number: Ref. HF5803.A38
Call Number: Ref. HF5415.3 E527
Call Number: Ref. HD2721. I63
Call Number: Ref. HG4057.A28617
Call Number: Ref. HF5410.M35

NASCAT - Library Catalog

To locate books on marketing plans and business plans use [NASCAT](#). Using the basic browse search try searching by subject: Marketing - - Planning
Business Planning

DATABASES - to locate company and industry information, magazine, journal & newspaper articles

[ABI/INFORM Research](#)

[InfoTrac General OneFile](#)

[Business & Company Resource Center](#)

[Lexis-Nexis Academic](#)

[Business Source Premier](#)

[Mergent Online](#)

WEBSITES

Company/Industry Information:

Hoovers.com: <http://www.hoovers.com/free/>