



Advertising Subject Guide

These are **selected sources**. Your reference librarians can assist you in finding other related materials.

For an ADA version of this guide email libinstr@usi.edu.

Reference Books on Advertising or Marketing

"REF" = REFERENCE COLLECTION, 1st Floor

Indiana business-to-business sales & marketing directory
REF HF5065.I6 I53 (most recent)

Advertising media A to Z: The definitive resource for media planning, buying, and research
REF HF5826.5 .S848 2004

Broadcasting & cable yearbook
REF HE 8699 B77 2003/2004

Encyclopedia of advertising (3 vols.)
REF HF5803 .A38 2003

Advertising age encyclopedia of advertising
REF HF5803 .A38 2003

Commercial atlas and marketing guide
REF G1019 .R22 2002

Dun & Bradstreet's guide to doing business around the world REF HF1416 .M78 2001

Encyclopedia of major marketing campaigns
REF HF5837 .E53 2000

Company & Industry Data

Company profiles for students
REF HG4057 .A15644

Standard & Poor's industry surveys
REF HC106.6 .S74 2004

U.S. industry profiles REF HD2771.U8

Library of Congress call number ranges for browsing the stacks, 3rd Floor

HF General business, marketing, trade, accounting, advertising

Advertising	HF5801-HF6182
Export marketing	HF1416-HF1416.6
Franchises	HF5429.23-HF5429.235
International trade	HF1371-HF1379
Mail-order business	HF5465.5-HF5467
Marketing	HF5410-HF5417.5
Marketing research	HF5415.2
Retail trade	HF5428-HF5429.6

Demographic Information

Profiles of Indiana HA361.P76 (most recent)

American incomes: Demographics of who has money
REF HC110.I5 R87 2005

The American marketplace: Demographics and spending patterns
REF HA203 .A635 2003

Americans 55 & older: A changing market
REF HQ1064.U5 A6455 1999

Community profile analysis: Consumer and business demographic reports
(for Dubois, Gibson, Pike, Spencer Counties)
REF HA367.C633 - HA367.C6677 2001

County and city extra: Annual metro, city, and county data book
REF HA203 .C68 2004

Market profile analysis: Consumer and business demographic reports; Evansville et al, IN-KY.
REF HA367 .M374 2001

The Sourcebook of zip code demographics
REF HA203 .S66 2000

State rankings: A statistical view of the 50 United States
REF HA203 .U17 2004

Books You Can Check Out

The media handbook: A complete guide to advertising media selection, planning, research, and buying
HF5826.5 .K38 2007

Humor in the advertising business: Theory, practice, and wit
HF5821 .B37 2008

Why it sells: Decoding the meanings of brand names, logos, ads, and other marketing and advertising plays
HF5823 .D255 2007

Campaign advertising and American democracy
JK2281 .C27 2008

Adland: A global history of advertising HF5823 .T83 2007

Selected Advertising journals – Full text

See [Journal Finder](#) link on the library's page or <http://at4rn6hm3f.search.serialssolutions.com/> for complete and most up-to-date listing. (This list is subject to change without notice.)

ACT. Advertising/Communication times
Advertiser
Advertising & Society Review
Advertising Age
Advertising Forecast
Computer Publishing & Advertising report
Electronic Advertising & Marketplace report
European Advertising & Media Forecast
International Journal of Advertising
Irish Marketing and Advertising Journal
Journal of Advertising
Journal of Advertising Research
Journal of Current Issues and Research in Advertising
Montgomery Advertiser
Parramatta Advertiser
Quarterly Survey of Advertising Expenditure
South-East Advertiser

Selected Recommended Web Sites

Click for [Web Sites recommended by USI faculty and librarians](#)

Selected sites:

Advertising Educational Foundation
<http://www.aef.com>

Ad*Access
<http://scriptorium.lib.duke.edu/adaccess/>

Adcritic.com (database of commercials)
<http://www.adcritic.com/>

Advertising World (University of Texas at Austin)
<http://advertising.utexas.edu/world/>

CLIO Awards (awards in advertising)
<http://www.clioawards.com/html/main.isx>

The traces of advertising giants
University of Texas at Austin
<http://www.ciadvertising.org/studies/adprac/adprac.html>

History of Advertising

19th Century Advertising (Harper's Weekly)
<http://advertising.harperweek.com/>

The Emergence of Advertising in America: 1850-1920
<http://scriptorium.lib.duke.edu/ea/>

Selected DVDs and Videos, 1st Floor

Beauty backlash 2006 (DVD) 659.1 .B43

Buy-ology: The science of buying and selling 2002 (2 DVDs)
658.834 .B9

The media's influence on what we buy 2002 (DVD)
Philosophers, communication professors and advertising executives discuss various aspects of the media's influence on consumer behavior. 302.23 .M433

Positioning: How advertising shapes perception 2004 (DVD)
659.1 .P67

The persuaders 2004 (DVD) 659.1 .P47

Killing us softly 3: Advertising's image of women
2000 (Video) 659.1 .K553

Suggested Databases

- Communication and Mass Media Complete
- PsycINFO
- ProQuest Research Library (multidisciplinary)
- Academic Search Premier (multidisciplinary)
- ABI/INFORM Complete (business)

How to access USI Rice Library's
databases (primarily for finding articles)
and other online resources from off-campus

Go to the library's homepage at:
<http://www.usi.edu/library/index.asp>

- Select **Databases**
- Select database subject category from left main menu
- Click on name of database you want to search
- The **Database Login** page will appear
- Enter your **MyUSI username** and **password**
- Click **Login**

Have questions Contact us:

- By phone: 812-464-1907; Toll-Free: 1-800-246-6173
- By e-mail: libref@usi.edu
- Visit the Rice Library reference desk to consult with a reference librarian.

This and related guides are available online at:
<http://www.usi.edu/library/qsBUSINESS07.asp>

Rice Library, Instructional Services, 11/2008