



Marketing Information: A Strategic Guide for Business and Finance Libraries (Monograph Publish Simultaneously as the Journal of Business)

Michael R. Oppenheim, Wendy Diamond Mulcahy

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Marketing Information contains several useful features, including:

- basic bibliographic descriptions with publisher location, frequency, format, price, and URL contact information for each source listed
- special text boxes with practical tips, techniques, and short cuts
- an alphabetical listing of all source titles
- an index to subjects and sources

Unlike some research guides that recommend only esoteric and expensive resources, this book offers a well-balanced mix of the 'readily available' and the costly and/or not widely available, so that researchers who lack immediate access to a large university business research collection still has a core of accessible materials that can be found in a public library or on the Web.

This book will help you provide top-notch service to clients such as:

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- students whose assignments require library or other research to identify and use key marketing information tools
- entrepreneurs and self-employed business people writing marketing plans, business plans, loan applications, and feasibility plans
- marketers who wish to consult and/or incorporate standard secondary sources in their marketing plans or research projects
- experienced market researchers who need relevant secondary sources as a preliminary step to surveys, questionnaires, and focus groups
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