

# Guide to...

## Marketing Resources

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### 1. Books, E- Books and other materials

Use the Library website Quick Search at [www.libweb.anglia.ac.uk](http://www.libweb.anglia.ac.uk), to locate books, e-books and other materials on your subject. Search by key words for a range of books on a topic or search for a specific book using a keyword from the book title and the author. You will need to login with your University Login and password to access most e-books.

You can use the Quick Search to find specific items, such as those on your reading list, or you can search to find out what is available on a specific topic. A demonstration of searching for a specific book can be found in Pilot, the University Library's online tutorial at [www.libweb.anglia.ac.uk/pilot/module1/1\\_2/2/index.html](http://www.libweb.anglia.ac.uk/pilot/module1/1_2/2/index.html).

You can reserve items on the shelves at other Anglia Ruskin Library sites or on loan to other Library users. You will need to be logged in to do this. When the item is available at the site you have chosen, you will get an email telling you that you can collect it. You will be provided with the first available copy.

To find out about books that we do not have use Copac. Copac is a freely available library catalogue, giving access to the merged online catalogues of many major UK and Irish academic and National libraries, as well as increasing numbers of specialist libraries. You can access Copac via the Library website Database Finder. If there is a particular book you would like to see which is not in our collection you can request this through the Interlibrary loan scheme, details in Section 3.

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### 2. Journal articles, research papers

The Library website at [www.libweb.anglia.ac.uk](http://www.libweb.anglia.ac.uk) includes **databases** containing journal articles, market research reports and company financial information. To access these resources you need to log in using your library barcode and password. Choose Advanced Search, then 'Business' from the subject drop-down menu next to journal articles, research papers etc. You can choose Marketing from the sub-categories menu. You could also use the 'Database Finder' to go straight to an individual database.

Relevant databases include:

Database	Description
<b>Business Source Premier</b>	Journal articles, company profiles & SWOT analyses, country reports, industry profiles, product reviews, and market research reports.
<b>Emerald Fulltext</b>	Access to over 35,000 full text articles from Emerald's international management portfolio, complete with full text archives back to 1994. Subject coverage spans a spectrum of management

	disciplines. When accessing from off campus please click on "Athens Login" (half way along under the Emerald banner).
<b>Science Direct</b>	This database includes sections on Business and related topics.
<b>Academic Onefile</b>	Abstracts and full text articles covering a wide subject area including the social sciences.
<b>Mintel</b>	.Market research and marketing news from the UK and Europe. When accessing off-campus for the first time a registration process is required.
<b>Global Market Information Database (GMID)</b>	Market research and consumer statistics from around the world.
<b>UK Newspapers Online</b>	Access to the full-text of the Times, Telegraph, Financial Times, Guardian, Independent and associated Sunday papers.
<b>Datamonitor 360</b>	Provides strategic marketing analysis on consumer goods, finance services, healthcare, technology, energy, business capabilities, drug discovery and human resources.
<b>Applied Social Sciences Index and Abstracts (ASSIA)</b>	This database provides abstracts of articles and has a wide subject coverage including aspects of social sciences, economics and management.

You can find specific **journal articles** from the Library website at [www.libweb.anglia.ac.uk](http://www.libweb.anglia.ac.uk) by searching for a particular journal title in 'Journal Finder'. This search includes both our electronic and print journals. To access the electronic journal articles you need to be logged in. Print journals are available in the Journals Collection, arranged alphabetically by title.

Relevant journals include:

Adweek 

Brandweek 

European Journal of Marketing 

Journal of Marketing Research 

Marketing 

Marketing Management Journal 

Marketer 

Marketing Research 

Marketing Week 

Precision Marketing 

 = print journal     = electronic journal

Demonstrations of finding both print and electronic journals articles can be found in Pilot, the University Library's online tutorial, at

### 3. Resources from other Libraries

Books and journal articles that are not available either printed or online from any of the University Library sites may be obtained by submitting an Inter-Library Loan (I.L.L.) request. The form can be found by logging into the Library website and then selecting Inter-Library-Loan from the left-hand menu. There is a charge of £2 per item.

You may also wish to visit other libraries. See the 'Using other libraries' section of the Library web-site ([www.libweb.anglia.ac.uk/helpdesk/others.htm](http://www.libweb.anglia.ac.uk/helpdesk/others.htm)) for details of other libraries that you can visit.

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### 4. Internet Searching

The **Intute** Virtual Training Suite provides online tutorials to help you identify and evaluate business information on the Web at [www.vts.intute.ac.uk](http://www.vts.intute.ac.uk).

**Google Scholar** covers peer-reviewed papers, theses, books, abstracts, and other scholarly literature from all broad areas of research. The University Library has now registered its holdings with Google so, **after logging in to the Library website**, its electronic collections can be accessed directly via the Google Scholar interface. It is now possible to search Google Scholar and link directly to the full text of journal articles where they are available at Anglia Ruskin. Additional information is available on our website at [www.libweb.anglia.ac.uk/scholar.htm](http://www.libweb.anglia.ac.uk/scholar.htm).

When searching the Web it is essential that you evaluate the information that you find. Pilot, the University Library's online tutorial, details the criteria you should consider when evaluating information. [www.libweb.anglia.ac.uk/pilot/module3/3\\_3/index.html](http://www.libweb.anglia.ac.uk/pilot/module3/3_3/index.html)

**The following websites may be useful in your studies.**

**Bized** - Learning materials and case studies, covering business, accounting, economics and tourism, of particular note is a section on company information. <http://www.bized.co.uk/>

**RBD** - Useful Directory of different websites in the business world. <http://www.rba.co.uk/sources/index.htm>

**Intute** - Gateway for websites by topic, which **includes aspects of Marketing**

**mad.co.uk**. for news on marketing, media, advertising and design. <http://www.mad.co.uk>.

**MRS** represent providers and users of market, social and opinion research, business intelligence, market analysis, customer insight and consultancy [www.mrs.org.uk](http://www.mrs.org.uk).

**The Newspaper Marketing Agency** aims to make advertisers, agencies and media planners more aware of advertising potential of newspapers. The website contains case studies, and recent research and examples of innovative creative work in the industry, and statistics. [www.nmauk.co.uk](http://www.nmauk.co.uk)

**Precision Marketing** News magazine for direct marketing, with analysis and comment from experts [www.precisionmarketing.co.uk](http://www.precisionmarketing.co.uk)

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## 5. Key Organisations

**Chartered Institute of Marketing** is the leading international professional marketing body, developing the marketing profession, and seeks to maintain professional standards. [www.cim.co.uk](http://www.cim.co.uk)

**The Direct Marketing Association** is concerned with best practice and raising industry standards through a Code of Practice, guidelines and the DMA Awards, and provides research and legal advice. [www.dma.org.uk](http://www.dma.org.uk)

**Design Week** a magazine for designers. 15 year archive of editorial content and useful links page. Users can sign up for daily news alerts. [www.designweek.co.uk](http://www.designweek.co.uk)

**Employee Benefits** magazine and website, providing a comprehensive guide to research and case studies of reward systems from a range of industry sectors. Coverage includes rewards - from pensions, health insurance and company cars to pay, bonuses and staff motivation. [www.employeebenefits.co.uk](http://www.employeebenefits.co.uk)

**IPA (Institute of Practitioners in Advertising)** is the leading trade and professional body for advertising, media and marketing communications agencies. [www.ipa.co.uk](http://www.ipa.co.uk)

**ISBA - The Voice of British Advertisers** represents British advertisers in all areas of commercial communications with a declared role to protect the freedom to advertise responsibly. advice and guidance for members.. [www.isba.org.uk](http://www.isba.org.uk)

**Public Relations Consultants Association** The Public Relations Consultants Association is the voice of public relations consultancies in the UK. The trade association was set up in 1969 and members now represent 70 per cent of fee income for UK public relations consultancies [www.prca.org.uk](http://www.prca.org.uk)

**Marketing Communication Consultants Association**, principle focus is agencies [www.mcca.org.uk](http://www.mcca.org.uk).

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## 6. Reference and Statistics

Chartered Institute of Marketing, major professional organisation covering marketing practice, standards and associated knowledge. Provides a useful starting point with introductions to key topics and professional information. <http://www.cim.co.uk/KnowledgeHub/KnowledgeHub.aspx>

Another useful starting point for information is the Intute portal for Business, which has specialist areas for Market Research, Marketing and communications and Marketing Management, collecting together selected key web sites from a variety of sources. <http://www.intute.ac.uk/socialsciences/business/>

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## 7. Help

Help from the library is available in a variety of ways.

**Pilot** - Our online information literacy tutorial provides students with the skills and tools to find and manage information effectively.

[www.libweb.anglia.ac.uk/pilot/index.html](http://www.libweb.anglia.ac.uk/pilot/index.html)

**Skills@Uni** - Each semester the library runs a series of study skills drop-in sessions in conjunction with Student Support Services. These cover topics such as essay writing, evaluating information, and referencing. Details of our up-coming sessions can be found at [www.libweb.anglia.ac.uk/helpdesk/train.htm](http://www.libweb.anglia.ac.uk/helpdesk/train.htm).

**AskUS** - If you need help or advice about using any of our Library services, you can use the online enquiry form, or our new online chat service. It is available on the Library website at [www.libweb.anglia.ac.uk/helpdesk/enquiry.htm](http://www.libweb.anglia.ac.uk/helpdesk/enquiry.htm).

**Enquiry Desk** - If you are in the library you can visit the Enquiry Desk for information about our services or help using the library resources.

**Appointments** - If your enquiry is lengthy or detailed you can make an appointment to see a member of the library's business team. Your subject team is:

Chelmsford: Diana Garfield ([diana.garfield@anglia.ac.uk](mailto:diana.garfield@anglia.ac.uk)) and Deborah Stebbing ([deborah.stebbing@anglia.ac.uk](mailto:deborah.stebbing@anglia.ac.uk));

Cambridge: Naomi Prady ([naomi.prady@anglia.ac.uk](mailto:naomi.prady@anglia.ac.uk))