

<http://www.marquette.edu/library/>

The Libraries' web site will lead you to our research sources and services.

COUNTRY PROFILES (brief)

Country Background Notes (US State Dept.) <http://www.state.gov/r/pa/ei/bgn/>

Europa World Year Book Raynor Ref JN 1 .E85

Travel Warnings & Consular Information Sheets (US State Dept.) http://travel.state.gov/travel_warnings.html

World Factbook (CIA) Raynor Ref G 123 .W67 Also online at <http://www.cia.gov/cia/publications/factbook/>

World Travel Guide Raynor Ref G 155 .A1 W67

COUNTRY DATA: General & Economic

These sources provide a plethora of data about countries: demographics, economic activity, education, health, etc.

Demographic Yearbook (UN) Raynor Ref HA 17 .D45. Contains data on population, births, fetal mortality, marriages, divorces, deaths, education, and literacy. Some data available at <http://unstats.un.org/unsd/demographic/social/default.htm>

Foreign Government Data Sources (<http://www.lib.umich.edu/govdocs/stforeig.html>) University of Michigan Document Center's links to foreign government statistical agency web pages.

Global Market Information Database Libraries' Homepage > Journal Articles, Databases ... > Business.

Human Development Report (UN) Raynor Ref HD 72 .H85. Tracks technological development and diffusion, and poverty indicators.

International Yearbook of Industrial Statistics (UN) Raynor Ref HC 10 .H34 Country production by ISIC code.

Statistical Abstract of Latin America Raynor Ref HA 935 .S8

Statistical Yearbook (UN) Raynor Ref HA 12.5 .U63 Contains population and social statistics and data on economic activity and international economic relations. Some data at <http://www.cyberschoolbus.un.org/infonation/info.asp>

UNESCO Statistical Yearbook Raynor Ref HA 12.5 .U64 Statistics on education, culture, science and technology. Data also available online at UNESCO's Institute for Statistics, <http://www.uis.unesco.org/>

World Development Indicators (World Bank) Raynor Ref HC 59.69 .S63 Some data also available online at <http://www.worldbank.org/data/>

CLASSIFICATION CODES: For Trade & Production Data

COMMODITY CLASSIFICATIONS (for products traded between countries)

SITC	Standard Industrial Trade Classification	United Nations
HS	Harmonized System	World Customs Organization (Brussels)
HTS/HTSUSA	Harmonized Tariff Schedule of the USA	US Int'l Trade Commission
Schedule B	Schedule B ... Classification of Exports	US Department of Commerce

INDUSTRY CLASSIFICATIONS (for business activities, or production, within a country or region)

NAICS	North American Industry Classification System (new)	Canadian, Mexican, and US authorities
SIC	Standard Industrial Classification (former)	US Office of Management and Budget
ISIC	International Standard Industrial Classification	United Nations
NACE	Nomenclature générale des Activités économiques des Communautés Européennes	European Union (Brussels)

Industry Concordances (Jon Haveman and Raymond Robertson) For converting between different classification codes. <http://www.macalester.edu/research/economics/PAGE/HAVEMAN/Trade.Resources/tradeconcordances.html>

TRADE DATA

- Direction of Trade Statistics Yearbook*** (IMF) Raynor Ref HF 1 .D574x Provides seven years' data on trade between partner countries; amounts in US \$. See also the quarterly *Direction of Trade Statistics* (Per HF 1 .D574x).
- Foreign Trade of the United States: Including state and metro ... data*** Raynor Ref HF 1456 .F46
- International Trade Statistics Yearbook*** (UN) Raynor Ref HF 91 .U473. Volume 1: Trade (imports and exports) by Country; Volume 2: Trade by Commodity. Organized by SITC codes.
- National Trade Estimate Report on Foreign Trade Barriers*** Raynor Ref HF 1456 .U53a Discusses tariff, patent, trademark, and copyright barriers. Table of Contents lists country name.
- UNCTAD Handbook of Statistics*** (UN) Raynor Ref HF 1016 .U54a

COUNTRY DATA: Financial

These sources provide hard numbers on the financial health of most countries, including international liquidity, international transactions, government finance, and national account data. The World Bank (www.worldbank.org/), the UN (www.un.org/), the IMF (www.imf.org/) and OECD (www.oecd.org/) put some of the data in their publications on their websites, but not all.

- Global Development Finance*** (World Bank) Raynor Ref HJ 8899 .W672
- Government Finance Statistics Yearbook*** (IMF) Raynor Ref HJ 101 .G68
- International Financial Statistics*** (IMF) Libraries' Homepage > Journal Articles, Databases ... > Business. The *IFS Yearbook* is also at Raynor Ref HG 3881 .I626; its introduction with definitions and methodology is *very* helpful.
- National Accounts Statistics: Main Aggregates ...*** (UN) Raynor Ref HC 79 .I5 N388
- National Accounts of OECD Countries*** Raynor Ref HC 79.I5 N375
- World Economic Factbook*** (Euromonitor) Raynor Ref HC 59.15 .W67
- World Economic Outlook*** (IMF) Raynor Ref HC 10 .W7979
- World Stock Exchange Fact Book*** Raynor Ref HG 4551 .W67

TECHNOLOGY & INFRASTRUCTURE

- Global Market Information Database*** Libraries' Homepage > Journal Articles, Databases ... > Business.
- Human Development Report*** (UN) Raynor Ref HD 72 .H85 Tracks technological development and diffusion, and poverty indicators.
- UNESCO Statistical Yearbook*** Raynor Ref HA 12.5 .U64 Statistics on education, culture, science and technology. Data also available online at UNESCO's Institute for Statistics, <http://www.uis.unesco.org/>

CULTURE & SOCIETY

- Culturgrams: the Nations Around Us*** (Brigham Young University) Raynor Ref GT 150 .C85
- Encyclopedia of World Cultures*** Raynor Ref GN 307 .E53 1991
- Executive Planet*** (<http://www.executiveplanet.com/>) a commercial website on business etiquette; covers 36 countries.
- Global Market Information Database*** Libraries' Homepage > Journal Articles, Databases ... > Business. Consumer Lifestyles reports (52 countries only): enter 'consumer lifestyles' in the text search box to find these.
- MARQCAT Online Catalog*** representative subject headings to use when searching for books on this topic:
- | | |
|--------------------------------|--|
| americans—foreign countries | body language—cross-cultural studies |
| business etiquette | communication, international |
| gesture—cross-cultural studies | intercultural communication |
| national characteristics | nonverbal communication—cross-cultural studies |

BUSINESS CLIMATE, REGULATION & POLITICS

These sources focus on factors in the decision to pursue foreign operations. They include a description of the business environment, taxation, labor force, etc. for individual countries.

- Corporate Taxes: Worldwide Summaries*** (Price Waterhouse Coopers) Raynor Ref HD 2753 .A3 C76
- Country Commercial Guides*** (in STAT-USA). Libraries' Homepage > Journal Articles, Databases ... > Business.
- DoingBusiness*** (World Bank Group; <http://ru.worldbank.org/DoingBusiness/>) Provides brief listing of time and costs of doing business procedures in 130+ economies.

Doing Business in ... (country name) Call numbers vary, located in the General Collection. Prepared by Price Waterhouse and/or Ernst & Young foreign offices.

Dun and Bradstreet's Guide to Doing Business Around the World Raynor Ref HF 1416 .M78

Emerging Market of Russia: Sourcebook for investment and trade HC 340.12 .E63 1998

Freedom House (<http://www.freedomhouse.org/>) Founded in 1941, this organization publishes annual surveys on political and civil rights and freedom of the press around the world.

MARQCAT Online Catalog representative subject headings to use when searching for books in this topic:

(country name)—economic conditions	consumers—(country name)
advertising—(country name)	foreign trade regulation—(country name)
business enterprises—(country name)	marketing—(country name)
commercial law—(country name)	marketing—developing countries
consumer behavior—(country name)	marketing—europe

Political Risk Yearbook Libraries' Homepage > Journal Articles, Databases ... > Business. This database provides overviews of the history, economy, politics, and risk forecasts for 100 countries. It provides 10 years of annual economic data, and prose description and analysis of the political situation and players.

Transparency International (<http://www.transparency.org/>) Founded in 1993, this organization tracks the perception of corruption internationally. They look at both receptivity to bribes, and willingness to pay bribes.

World Trade Press Country Business Guides (covering Argentina, Australia, Canada, China, Hong Kong, Japan, Korea, Mexico, Philippines, Singapore, and Taiwan) Located in the General Collection.

INDUSTRY INFORMATION: Reference Books

Business Rankings Annual Raynor Ref HG 4050 .B88

CRB Commodity Year Book Raynor Ref HF 1041 .C56

Encyclopedia of American Industries Raynor Ref HC 102 .E53 (Also available in the database Bus. & Co. Resource Ctr.)

Encyclopedia of Global Industries Raynor Ref HD 2324 .E53 (Also available in the database Bus. & Co. Resource Ctr.)

European Business Facts & Figures Raynor Ref HC 241.2 .P313

Handbook of North American Industry Raynor Ref HF 1746 .H36

Industrial Commodity Statistics Yearbook (UN) Raynor Ref HC 10 .I59

International Yearbook of Industrial Statistics (UN) Raynor Ref HC .H34

Standard & Poor's Industry Surveys Raynor Ref HC 106.6 .S74

COMPANY INFORMATION: Reference Books

Directory of American Firms Operating in Foreign Countries Raynor Ref HG 4538 .A1 D5

Directory of Corporate Affiliations Raynor Ref HG 4057 .A217 The 'who owns whom' directory.

Directory of Foreign Firms Operating in the United States Raynor Ref HG 4057 .A21943

Directory of Multinationals Raynor Ref HD 2755.5 .S783

Hoover's Handbook of World Business Raynor Ref HG 4009 .H66

International Directory of Company Histories Raynor Ref HD 2721 .I63

Mergent International Manual (formerly *Moody's International Manual*) Raynor Ref HG 4009 .M66

Notable Corporate Chronologies Raynor Ref HG 4009 .N68 1995

Principal International Businesses Raynor Ref HF 54 .U5 P74

MARKET RESEARCH DATABASES

Libraries' Homepage > Journal Articles, Databases ... > Business > Data – Marketing & Advertising

Global Market Information Database

Euromonitor's GMID is a database of market research on countries, markets and companies: it provides country demographics and economic conditions (200+ countries); consumer lifestyle profiles and sales volume, value and forecasts for 350 retail products (52 countries). Especially good for **consumer** products.

STAT-USA

This database from the US Dept. of Commerce collects and presents data from many branches of government on one web site. The interface is poor, but there is often valuable material here, especially in the *Globus & NTDB* section.

TableBase

This database indexes tabular information (i.e. statistical and rank information, and raw figures) from many sources: periodicals, statistical annuals, trade associations, non-profit research groups, government agencies, international organizations, etc. Subject emphasis is on business (companies, industries, products, and markets). 90% full-text.

MARKETING CAMPAIGNS: Reference Books

Encyclopedia of Advertising Raynor Ref HF 5803 .A38 2003

Encyclopedia of Consumer Brands Raynor Ref HF 5415.3 .E527 Has a section on marketing strategy by product.

JOURNAL & NEWSPAPER ARTICLE DATABASES

Libraries' Homepage > Journal Articles, Databases ... > Business

Scholarly journals: the following databases are strongest in covering the scholarly literature, which will be useful for analysis of issues, and coverage of larger or more newsworthy industries.

ABI/Inform 1971 –

Index for 2000+ business, management, economics and finance journals; over half of the journals are available full-text. Emphasis is on scholarly literature, but it does include general business magazines and some trade publications.

Business Source Elite a direct competitor to ABI-Inform, emphasis on scholarly journals.

EconLit the major database for the field of economics; indexes both articles and books.

Trade journals: these databases are strongest in their coverage of the trade literature; they will often be the best sources for industry specific information.

ABI-Inform Trade & Industry mostly 1990's –

Business & Company Resource Center 1980 –

This database offers access to journal articles, a selection of business reference books, 180,000+ public and private company directory records, and investment reports (Investext) on both individual companies and on industries.

Finding industry investment reports: use the 'Advanced search'; search on keywords or SIC or NAICS codes, and for "report type", type the letters 'ir' (this means 'industry report').

Business in ProQuest

ProQuest offers the following additional, individual business databases:

ProQuest Asian Business, 1986 –

ProQuest European Business, 1986 –

Wall Street Journal, full-text, 1986 –

Corporate ResourceNet mostly 1990's –

Lexis-Nexis Academic

An online, full-text provider, it has good coverage of international news. Use the following search menus:

Business—Industry & Market: access to trade magazines in 25 industry sectors.

News—Foreign Language News: Dutch, French, German, Italian, and Spanish.

News—World News: English language news sources from these regions: Asia/Pacific, Europe, Middle East/Africa, North/South America.

INTERNATIONAL TRADE WEB SITES

<http://www.marquette.edu/library/subjects/business.html#International>

Visit the Libraries' web site (www.marquette.edu/library/) and see links to web sites relevant to international trade under "Recommended Internet Sites: Business and Economics".

Ask at the Information Desk for additional assistance.
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