Reference Books

*Consumer Western Europe*
Reference HD 7022.C68

*European Marketing Data & Statistics*
Reference HA 1107.E87

*Lifestyle Market Analyst*
Reference HF5415.3.L53
Current 2 years only

*Market Share Reporter*
Reference HF5410.M3x

*Sourcebook of ZIP Code Demographics*
Reference HA203.S66
Demographic profiles of about 30000 residential ZIP codes and 13000 non-residential ZIP codes. Includes spending potential indices for 20 product-service categories.

*Standard & Poor’s Industry Surveys*
Reference Desk
Current trends and figures for industry (broadly scoped). Also provides sources for further research.

*World Consumer Lifestyles Databook: Key Trends*
Reference HF5415.32.W67 2006
Key trends in consumer behavior around the world.

Web sites

*Thinking Critically About Web Resources*
http://www.lib.neu.edu/online_research/help/thinking_critically/
Use it, or lose it? This guide provides guidelines for evaluating web resources you may come across.

*Population Research Bureau*
http://www.prb.org/
Provides population data for the United States and other countries. Click on Datafinder to search for data by variables.

*Bureau of the Census*
http://www.census.gov/ || http://factfinder.census.gov/
The American Factfinder from the Bureau of the Census provides easier access into United States Census information. Quick statistics are available in tabular or map format.

*ClickZ Stats*
http://www.clickz.com/
News on trends, demographics, includes some statistics.

*Eurostat*
http://epp.eurostat.cec.eu.int/
Statistics from the European Union.
FedStats
http://www.fedstats.gov/
Gateway to statistics from over 100 U.S. Federal agencies

OECD
http://www.oecd.org/
International data, browsable by topic.

Google Directory
http://www.google.com/Top/Business/Associations/
Search for associations by industry—many associations collect data on their industries.

Purchasing Power Profiles and Workforce Density
http://www.uwm.edu/Dept/ETI/PurchasingPower/purchasing.htm
The University of Wisconsin-Milwaukee Employment and Training Institute provides comparison data on purchasing power, business activity, and workforce density for all census tracts, residential ZIP codes, and the 100 largest metro areas in the U.S.

United Nations
Statistics from the United Nations.

Selected Business Databases
http://www.lib.neu.edu/online_research/articles/business_and_economics/

Business Source Premier
Provides full-text articles from journals, and Datamonitor industry reports.

EIU Country Intelligence
Extensive country information is included in this database. Most countries include the following reports: Country Commerce, Country Finance, Country Profile, and Country Report. Includes political, demographic, trade, and industry information.

Lexis-Nexis Academic Universe
This database provides access to full-text news, including business and industry news.

Mergent Online
Company financial information, including 10Ks, annual reports and more. Also includes business history and the ability to create peer analysis reports.

STAT-USA
Includes the National Trade Data Bank and GLOBUS (Global Business Opportunities), national and international trade and commerce information.

ValueLine CD-ROM (Available on request at the Reference Desk)
The Value Line Investment Surveys provide single page industry and company analyses. Also available in print.

Boston Public Library – Business Databases
With a library card from the Boston Public Library (http://www.bpl.org/) you can access additional business databases—many are in-library use only, but several are available outside of the library. These databases include:

INVESTEXT Plus (analysts’ reports)
SBRnet (Sports Business Research Network)
Tablebase (accessible remotely)
Gale Virtual Reference Library