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*PassPort Reference* provides four million demographic, economic and marketing statistics on 205 countries from 1977-2020. Find this database under Facts, Figures, & Other Information on the right side of the library homepage.



**PassPort  
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Body Parts

Wal-Mart

Management

Small Business

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**Generational Differences**



**Business Plans**



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Social  
Media

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Magazines  
& Journals

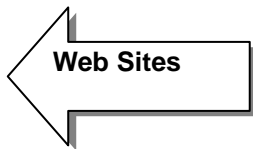
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|---|---|
| • <i>Advertising Age</i>                | • <i>Inc.</i>   |
| • <i>Black Enterprise</i>               | • <i>Kiplinger's Personal Finance</i>                   |
| • <i>Brandweek</i>                      | • <i>Managing Office Technology</i>                     |
| • <i>Business Week</i>                  | • <i>Money</i>  |
| • <i>Canadian Business Review</i>       | • <i>Nation's Business</i>                              |
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| • <i>Forbes</i>                         |   |
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## Web Sites:

Librarians or subject experts developed the following internet subject directories linking to websites they consider academic and reliable. Most textbooks now include lists of reliable web sources so be sure to check your text.

- Librarians' Index to the Internet: <http://lii.org>
- O'Keefe Library Best Information on the Net: <http://library.sau.edu/bestinfo/Majors/majindex.htm>
- WWW Virtual Library: <http://vlib.org>
- BUBL (from England): <http://bubl.ac.uk/link>



Web Sites

The following are some individual sites you may find helpful:

- Advertising World: <http://advertising.utexas.edu/world/> is maintained by the Dept. of Advertising of the University of Texas and provides valuable links and information for advertising students. The 85 topics include history, slogans, ethics, careers, consumer psychology, and humor. Last updated July 2004.
- Bplans.com: <http://www.bplans.com> is owned by Palo Alto Software, Inc. It includes advice on how to create a better business plan, and claims to have the largest collection of sample business plans online. The goal is to "help entrepreneurs plan better businesses."
- Business Ethics: <http://www.web-miner.com/busetics.htm> was created and is maintained by Sharon Stoerger, MLS and MBA. The site is easy to navigate and links to

well-chosen business ethics resources. She clearly describes the content of each site. Last updated June 2006.

- Country Commercial Guides:  
[http://www.state.gov/www/about\\_state/business/com\\_guides/](http://www.state.gov/www/about_state/business/com_guides/) is maintained by the US State Department and prepared by US embassies. It provides commercial information about many countries. A user must choose a year and then a geographic location, and a link (<http://www.state.gov/>) is provided to the most current documents released since George W. Bush became President.
- KnowThis.com: Marketing Virtual Library: <http://www.knowthis.com> provides the “marketing specialty within the World Wide Web Virtual Library” and is maintained by academic experts. Topics covered are varied and objective, relating to many aspects of marketing: careers, marketing research, marketing plans, internet marketing, promotion and advertising, global marketing, legal issues, for instance.
- Thinkers 50: <http://www.thinkers50.com/> provides brief biographies of the top global business thinkers.
- The Times 100 UK: Marketing Theory, Business Case Studies:  
<http://www.thetimes100.co.uk> is a free resource for students and instructors. It provides case studies of well-known companies such as McDonalds, Ford, Kellogg’s, and Nestle’s. Note the site is from England.
- U.S. Small Business Administration: <http://www.sba.gov> contains a wealth of information. Some topics included are publications, regulations, laws, forms, financing information. It includes a Hot Items link.
- GlobalEdge: <http://globoledge.msu.edu/> was created by the International Business Center at Michigan State University. It “connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities.”