The following sources in this guide are good places to begin your research.

I. Background Sources are located on the first floor of Reinsch Library and do not circulate.

**Dictionaries and Encyclopedias**

- **Dictionary of Marketing.** REF HF5412 .I93
- **Dictionary of Marketing & Advertising.** REF HF5415 .R577
  Definitions of important words, terms, and phrases used in marketing and advertising.
- **Dictionary of Marketing Communications.** REF HF5412 .G68
- **Encyclopedia of Major Marketing Campaigns.** REF HF5837 .E53
  Presents 500 major marketing and advertising campaigns of the 20th century from a historical perspective.
- **Encyclopedia of Public Relations.** (2 vol.) REF HD59 .E48
  Entries of varying lengths arranged alphabetically. Reader’s Guide on p. xi groups entries under broad topics.
- **Webster’s New World Dictionary of Media and Communications.** REF P87.5 .W45
  All-inclusive dictionary; also contains technical and slang terms.

**Guides and Directories**

- **Editor & Publisher Market Guide.** REF PN4700 .E251
  Contains demographic and market data for more than 1,600 daily newspaper cities in the United States and Canada.
- **Advertising Red Books: Agencies.** REF HF5805 .S72
  The most comprehensive source of information on the advertising practices of companies located in the United States and Canada. Provides a detailed profile of the advertising industry.

II. Books

Search ALADIN Catalog for books owned by MU or other members of the WRLC. For additional information review the Help Screen Options and refer to the handouts Tips and Techniques: Catalog Search and Finding Materials in the Library to browse subjects by call number.
To Search by Subject

The quickest way to search for a subject is by typing one or more keywords or a person’s name in the search box and clicking on **Keyword**. For additional results, click on a book that addresses your subject and look at the **Subjects** assigned to that book. Click on that Subject Heading to view additional titles.

**TIPS**
1. Enter one or more terms which best describe your topic.
2. Use **and, or, not** to combine terms, marketing and audience
3. Use quotation marks to search words as a phrase, “media relations”

Always assume that we have books on your subject. If you aren’t finding anything, ask for help at the reference desk or email library@marymount.edu

**III. Articles.** Search the databases in ALADIN at [http://www.aladin.wrlc.org](http://www.aladin.wrlc.org). Dates of indexing and full-text will vary by publication and by database.

**General/Multidisciplinary Databases**

- **ABI/Inform Global**
  Contains business articles on a wide range of topics. Over 1000 journals are indexed with 550 journals available in full-text. Also includes information on over 60,000 companies. Use the **Find a Copy** link and then the **Find It** button to link to the full-text.

- **ComAbstracts**
  Provides abstracts to numerous scholarly journals and books on communications, journalism, public relations and media. Use the **Check your library for fulltext access** link to link to full-text.

- **Communications and Mass Media Complete**
  Indexes periodicals, reference books and handbooks in communications, media studies, journalism, public relations, and related subjects. Includes full-text articles from over 200 journals and indexing coverage of more than 600. Use the **Find It** button to link to full-text.

- **Academic Search Complete**
  Scholarly, multi-disciplinary database that indexes over 9,500 journals and provides full text for more than half of them. Use the **Find It** button to link to full-text.

- **LexisNexis Academic**
  Provides access to national and regional newspapers, wire services, transcripts, public opinion polls, business information and more.

- **ProQuest Research Library**
  Indexes journal articles from a variety of disciplines, including many journals on public relations topics. Search may be limited to scholarly publications. Use the **Find a Copy** link and then the **Find It** button to link to full-text.

**Finding Articles**

Refer to the handout [Tips and Techniques: How to Find Journal Articles](#).
IV. Internet Resources Below are listed some relevant resources. The web version of this guide (http://www.marymount.edu/lls/guides/) provides direct links to these sites. For suggestions on how to find other academic web sites refer to the handout Tips and Techniques: Researching the World Wide Web.

All About Public Relations. http://aboutpublicrelations.net
Provides information and useful links related to public relations, including articles and career information.

Institute for Public Relations. www.instituteforpr.com
Source for public relations research and news.

“Web portal to public relations education.” Includes sections geared to students, practitioners, and educators.

Public relations news for the PR community from PR Newswire.

Public Relations Society of America. www.prsa.org
PRSA is the world’s largest organization for public relations professionals. Contains links to industry news and professional development.

For further information, stop by the reference desk, call (703) 284-1649, e-mail library@marymount.edu or IM MSN, Yahoo!, AOL, Google Talk, Meebo: AskMULibrary.

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