

Library Hours

Monday – Friday	7:30 am – 10:00 pm
Saturday – Sunday	9:00 am – 3:00 pm

Contact Us

Website	http://www.ntc.edu/library
Email	library@ntc.edu
Phone	715.803.1115

SUGGESTED SEARCH TERMS:

Advertising & Promotion	Consumer Demand	Marketing Ethics
Advertising Campaigns	Economics	Marketing Industry
Branding (Marketing)	Focus Groups	Marketing Research
Business Writing	Industrial Marketing	Promotion
Cause-Related Marketing	Internet Marketing	Public Relations
Communication in Marketing	Market Strategy	Social Marketing
Consumer Behavior	Marketing	Target Marketing

CALL NUMBERS (LIBRARY 2ND FLOOR):

381 Marketing	658.8 Marketing Management	659.1 Advertising	808 Business Writing
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ONLINE MAGAZINES/JOURNALS:

◇ Advertising Age	◇ Journal of Marketing Research (JMR)
◇ International Journal of Advertising	◇ Journal of Marketing Theory & Practice
◇ International Journal of Nonprofit & Voluntary Sector Marketing	◇ Journal of Public Policy & Marketing
◇ Journal of Advertising	◇ Marketing
◇ Journal of Business & Industrial Marketing	◇ Marketing News
◇ Journal of Consumer Marketing	◇ Marketing Week
◇ Journal of Consumer Research	◇ Target Marketing
◇ Journal of Marketing	



STREAMING VIDEOS :

◆ Films on Demand

[Business & Economics Video Collection \(Marketing\)](#) (347 Titles)

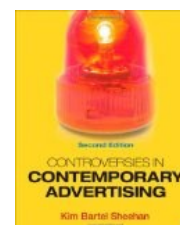
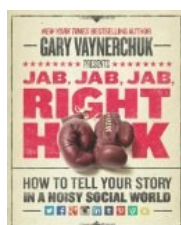
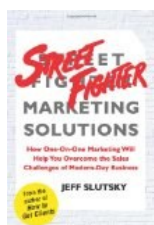
BOOKS AT THE LIBRARY:

Controversies in Contemporary Advertising (2014)

Jab, Jab, Jab, Right Hook : How to tell Your Story in a Noisy Social World (2013)

What's Your Story? : Storytelling to Move Markets, Audiences, People, and Brands (2008)

Streetfighter Marketing Solutions : How one-on-one Marketing will help you Overcome the Sales Challenges of Modern-day Business (2007)



DATABASES:

[Business Source Premier](#)

[Films on Demand](#)

[SpringerLink](#)

[Credo](#)

[Gale Virtual Reference Library](#)

[E-Brary](#)

[ProQuest Research Library](#)

E-BOOKS:

◆ Credo

[Key Concepts in Marketing](#) (2009)

◆ Ebrary

[Adland: A Global History Of Advertising](#) (2007)

[Advanced Google AdWords, 3rd Edition](#) (2014)

[AUDIENCE : Marketing In The Age Of Subscribers, Fans & Followers](#) (2014)

[Brand zero : the complete branding guide for start-ups](#) (2014)

[Branded Mind: What Neuroscience Really Tells Us About the Puzzle of the Brain and the Brand](#) (2011)

[Complete B2B Online Marketing](#) (2012)

[Marketing Plans: How to Prepare Them, How to Use Them](#) (2011)

[Marketing By the Numbers: How to Measure and Improve the ROI of Any Campaign](#) (2011)

[Marketing Manifesto](#) (2013)

[Marketing Navigation : How to Keep Your Marketing Plan on Course to Implementation Success](#) (2012)

[Marketer's Handbook: Reassessing Marketing Techniques for Modern Business](#) (2011)

[Mobile Magic: The Saatchi and Saatchi Guide to Mobile Marketing and Design](#) (2014)

[Perspectives on Social Media Marketing: The Agency Perspective/The Brand Perspective](#) (2011)

[Recommend This! : Delivering Digital Experiences that People Want to Share](#) (2014)

[Spending advertising money in the digital age how to navigate the media flow](#) (2012)

[Understanding digital marketing marketing strategies for engaging the digital generation](#) (2012)

[UnMarketing : Stop Marketing. Start Engaging](#) (2012)

[Visual Social Marketing for Dummies](#) (2014)

[Z.E.R.O. : Zero Paid Media as the New Marketing Model](#) (2014)



◆ GVRL (Gale Virtual Reference Library)

[Encyclopedia of Major Marketing Strategies \(vol.3\)](#) (2013)

[Gale Business Insights Handbook of Global Marketing](#) (2013)

[Gale Business Insights Handbook of Social Media Marketing](#) (2013)

[Brand Immortality](#) (2008)

