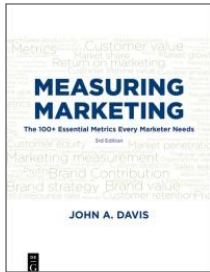
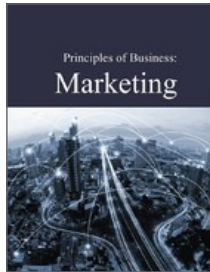


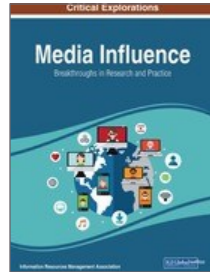
## E-BOOKS [Click on titles](#)



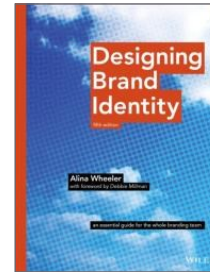
Measuring Marketing: 100+ Metrics Every Marketer Needs



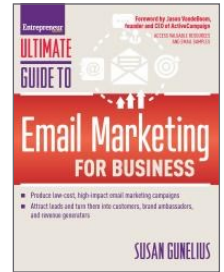
Principles of Business: Marketing



Media Influence: Breakthroughs in Research & Practice



Designing Brand Identity



Ultimate Guide to Email Marketing for Business

## SUGGESTED KEYWORDS

Advertising & promotion	Communication in marketing	Focus groups	Marketing research
Advertising campaigns	Consumer behavior	Industrial marketing	Promotion
Branding (marketing)	Consumer demand	Internet marketing	Public relations
Business writing	Economics	Market strategy	Social marketing
Cause-related marketing	Ethics—marketing	Marketing industry	Target marketing

## STREAMING VIDEOS [Click on titles](#)



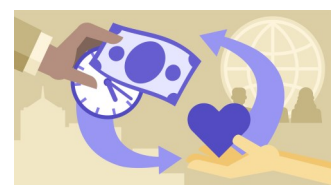
Marketing Ethics



Tactics of Successful Branding



Improve Your Digital Marketing Skills



Marketing for Social Change

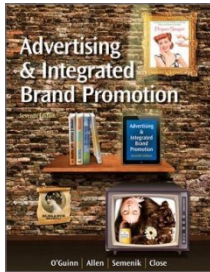
## DATABASES

Business Source Premier	Films on Demand	OmniFile Full Text Select
Academic Search Premier	MasterFile Complete	Opposing Viewpoints
Nexis Uni	Gale Virtual Reference Library	ProQuest Research Library
eBook Central	Kanopy	World News Digest
EBSCO eBook Collection	LinkedIn Learning	

### Contact Us

Website [www.ntc.edu/library](http://www.ntc.edu/library)  
 Email [library@ntc.edu](mailto:library@ntc.edu)  
 Phone 715.803.1115

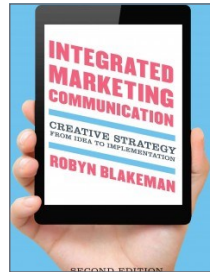
**BOOKS (PRINT)**



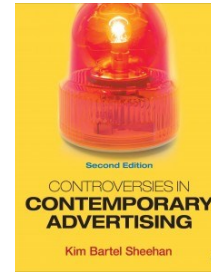
659.11 Og9a



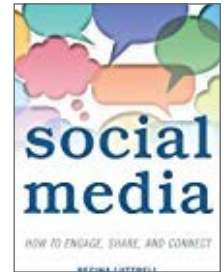
339.470973 B464



658.802 B583i



659.1 Sh35c



302.23 L978s

[Browse current print titles for this program](#)

**SHELF NUMBERS**


381	Marketing
658.8	Marketing management
659.1	Advertising
808	Business writing

START YOUR RESEARCH

**Public Relations.**

Public relations is the part of the marketing mix designed to build or maintain a positive organizational image among an organization's stakeholders. [more](#)

Salem Press Encyclopedia



**ACADEMIC JOURNALS & PERIODICALS**

- |   |  |
|---|--|
| <a href="#">Advances in Consumer Research</a>                                       | <a href="#">Journal of Consumer Marketing</a>            |
| <a href="#">Advertising Age</a>   | <a href="#">Journal of Marketing</a>                     |
| <a href="#">International Journal of Advertising</a>                                | <a href="#">Journal of Marketing Communications</a>      |
| <a href="#">International Journal of Nonprofit &amp; Voluntary Sector Marketing</a> | <a href="#">Journal of Marketing Research (JMR)</a>      |
| <a href="#">Journal of Advertising</a>  | <a href="#">Journal of Public Policy &amp; Marketing</a> |
| <a href="#">Journal of Business &amp; Industrial Marketing</a>                      | <a href="#">Journal of Social Marketing</a>              |
|   | <a href="#">Marketing News</a>                           |

**ADDITIONAL RELATED WEBSITES**

- |  |  |
|--|--|
| <a href="#">The Advertising Research Foundation</a>            | <a href="#">Internet Marketing Association</a>                               |
| <a href="#">American Advertising Federation</a>                | <a href="#">U.S. Bureau of Labor Statistics—Consumer Expenditure Surveys</a> |
| <a href="#">American Marketing Association—Madison Chapter</a> | <a href="#">Nielsen Insights: Demographics</a>                               |
| <a href="#">Score.org: Library</a>                             | <a href="#">University of Michigan: Surveys of Consumers</a>                 |