

A Selection of Business Resources on the Web



AdAge.com (www.adage.com/) - Online edition of Advertising Age featuring daily news and views about the advertising. Data Center section has advertising-related statistics. Site is archived and searchable.

Ad Council: Campaigns That Have Made a Difference (www.adcouncil.org/campaigns/historic_campaigns/) - Highlights Ad Council public service advertising campaigns (PSAs) from 1942 to the present. Includes descriptions of campaigns for wars (such as "Loose Lips Sink Ships" and Rosie the Riveter), forest fire prevention (Smokey Bear), child abuse prevention, domestic violence awareness, and more. Provides images of print ads and video clips of TV commercials.

AdCracker (www.adcracker.com/) - Calls itself "an i-tool to create marketing & advertising concepts or campaigns." Novice advertisers find guidance through a variety of processes. Links & search sites provide annotations for Web sites dealing with advertising-related content.

Advertising World (advertising.utexas.edu/world/) - A large, searchable, topically arranged collection of Internet "resources for advertising and marketing professionals, students, and teachers."

Bankruptcy(www.nolo.com/resource.cfm/catID/462A9501-9B21-4E09-A08C5A7B8AF51A79/213/161/) - Provides an overview of U.S. bankruptcy laws and procedures and explains the differences between Chapter 7 (liquidation) and Chapter 11, 12, and 13 (reorganization) bankruptcy filings. Features a FAQ, glossary, comparison charts, and related resources. Also includes updates on bankruptcy legislation. From Nolo, a California publisher of legal self-help books.

Bureau of Labor Statistics, U.S. Department of Labor (www.bls.gov/) – Includes an inflation calculator, information on the Consumer Price Index, employment projections and a lot more detailed data.

BusinessLaw.gov (businesslaw.gov/) – A comprehensive online resource guide designed to provide legal and regulatory information to America's small businesses.

California Technology, Trade and Commerce Agency (commerce.ca.gov/state/ttca/ttca_homepage.jsp) - Also known as the California Department of Commerce. Provides substantial information on California economic development, corporate projects, international trade, and much more.

California Statistical Abstract (www.dof.ca.gov/html/fs_data/stat-abs/toc.htm) – Provides detailed statistical information about the state of California; everything from demographics to retail sales.

Commercial Closet (www.commercialcloset.org/) - Examples from decades of commercials and advertising "that reflect society's changing view of the gay community with marketers' best and worst efforts from around the world." Includes images, stills, video clips, transcripts, commentary, and an online feature article section, "The Report." Browsable and searchable.

Daily Stocks (www.dailystocks.com/) - stock & fund quotes, company news, research reports, earnings estimates, SEC filings, and more.

***Database of Advertising Devoted to Sustainability**

(<http://www.researchbuzz.org/wp/2006/07/02/database-of-advertising-devoted-to-sustainability/>)

"The first international online database of corporate and public advertising campaigns specifically dedicated to sustainability issues and classified by sustainability themes." Contains over 700 print ads and TV commercials. Ads can be looked at all at once, browsed by theme, or searched by simple keyword or an advanced search (which includes the ability to narrow down by country or advertiser). From the United Nations Environment Program.

***EDGAR (Electronic Data Gathering, Analysis, and Retrieval** (www.sec.gov/edgar.shtml) - Dating back to 1993, company reports filed with the Securities & Exchange Commission can be searched by company name, SIC code, or state.

Electronic Commerce (www.ala.org/acrl/resoect99.html) – An annotated list of links from the October 1999 issue of C&RL NewsNet Internet Resource that provides an introduction to many aspects of electronic commerce.

FirstGov (firstgov.gov/) - Searches state and federal government web sites.

HispanSource: Hispanic Market Info (hispansource.org) - Provides links to "credible, objective, and relevant information on the U.S. Hispanic/Latino market." Includes ratings and links to research and white papers pertaining to the United States Hispanic population, Hispanic associations and organizations, and more. Requires free registration.

History of the US Income Tax (www.loc.gov/rr/business/hottopic/irs_history.html) - Features links to information from the Internal Revenue Service and other resources, images from Library of Congress collections, and reading suggestions.

Index of Leading Economic Indicators (www.acusd.edu/~agin/usdlei.htm) - Published monthly by the University of San Diego's Real Estate Institute (REI).

International Trade Administration (<http://www.ita.doc.gov>) – State and national trade data and trade information about the countries of the world is just some of the information available.

Labour and Business History (www.iisg.nl/~w3v1) - Designed for labor and business historians, political and social scientists, economists and others with a historical interest.

***Legacy Tobacco Documents Library (LTDL)** (<http://legacy.library.ucsf.edu/>) - More than seven million tobacco industry documents that relate to sales, advertising, etc. Also has multimedia items include corporate meeting tapes, focus groups, hearings, and commercials. Searchable. Some search results have an additional link:, "View Now at: Internet Archive," which leads to a standard Archive.com page which includes a link for streaming the multimedia.

Market Segment Resource Locator (<http://www.awool.com/>) - From marketing consultant, Abbott Wool. Covers ethnic and other market segment resources available on the Internet. The Hispanic market coverage is especially extensive.

Marketing Virtual Library (<http://www.knowthis.com/>) – A comprehensive annotated guide to marketing resources. Database, direct, international, and Internet marketing, and market research are covered.

New Bankruptcy Law (<http://bankruptcy.findlaw.com/new-bankruptcy-law/>) - Contains information on the Bankruptcy Abuse Prevention and Consumer Protection Act of 2005. Provides a FAQ, checklist of key changes, reasons for the reforms, and links to legislative resources.

Overview of Careers in Fashion Marketing & Merchandising (http://www3.ccps.virginia.edu/career_prospects/briefs/PS/SummaryMarket_Fash.html) - Occupational outlook for careers in the fashion field, covering education, specializations, skills, and earnings. Provides related links.

***Real Estate sites** - All house-shopping sites offer searches -- typically by price range and the types of amenities -- complemented by a variety of other services. Most let you see summaries of the demographics, crime levels and school performance of a given neighborhood (generally defined by ZIP Code), as well as information about mortgage rates and shortcuts for starting the loan process. [Realtor.com](http://www.realtor.com) is the web site of the National Association of Realtors and provides access to the same information your realtor has. Competing Web sites -- which include [Microsoft Corp.](http://www.microsoft.com)'s Home Advisor (homeadvisor.msn.com), Yahoo! Real Estate (realestate.yahoo.com), [RealEstate.com](http://www.RealEstate.com), the Real Estate Book Online ([treb.com](http://www.treb.com)) and [CyberHomes.com](http://www.CyberHomes.com), as well as individual real-estate agents' and firms' sites -- offer their own listings, typically drawn from real-estate brokerages with which they've struck deals and from MLS's in some areas. Other sites include [Inmanstories.com](http://www.Inmanstories.com), which provides video tours of homes up for sale; [Homeaway.com](http://www.Homeaway.com), for those looking for a "short-term getaway" with a vacation rental; [Trulia.com](http://www.Trulia.com) and [Propsmart.com](http://www.Propsmart.com), which combine Google maps and site listings to allow drilling down to neighborhoods, home styles, and prices; [Ziprealtv.com](http://www.Ziprealtv.com), which offers 360° photo tours of interiors, neighborhood information, and a price-tracking tool to identify sellers who have recently lowered their asking price; [Homethinking.com](http://www.Homethinking.com), which includes client comments about their agents; and [Zillow.com](http://www.Zillow.com), which will tell you how much a home may sell for based on information about past and nearby sales in that area -- just plug in the address.

Report Gallery (www.reportgallery.com/) - annual and financial reports of thousands of companies.

Research Desk (www.virtualpet.com/industry) - Brings together a set of online tools, most freely available, for researching industries, markets, companies, and manufacturing processes. Included are links to portals for individual industries, home pages for specific manufacturing processes, search engines, and office tools. Includes step-by-step guides to finding information on a specific industry or company, including information on related print resources available in many libraries.

San Diego Association of Governments (www.sandag.org/) -- Provides varied information about San Diego County, including demographics and other data.

San Diego Regional Chamber of Commerce (sdchamber.org) - Basic economic and business information, including economic indicators and forecasts, for the San Diego region.

San Diego Workforce Partnership Industry Cluster Report (http://www.workforce.org/generate/html/LMI/all_cluster_reports.html) - Nine studies providing information on industry clusters in San Diego, with an emphasis on occupational growth, supply and demand, wages and skill requirements.

Statistical Abstract of the United States (<http://www.census.gov/statab/www/>) -- Online version of one of the best sources of overall statistical information on the United States available.

Tijuana Economic Development Corporation (www.tijuana-edc.com) - Website of the Tijuana Economic Development Corporation, a non-profit organization fostering economic growth in the San Diego/Tijuana border region. Includes a categorized directory of local business contacts.

U.S. Census (www.census.gov) - Includes demographic and economic census figures, trends, and analyses.

U.S. Department of Commerce (<http://www.commerce.gov/>) – Economic analyses (including Economic Indicators online) and development are among the topics of information provided.

For books, see **Research Tools on Business at Mesa College Library** handout.
IF YOU NEED HELP, ASK A LIBRARIAN.