

University of Southern California  
Marshall School of Business

BUAD 307  
Lars Perner, Ph.D., Instructor

Marketing Fundamentals  
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## LIBRARY DATABASE RESOURCE LIST INSTRUCTIONS

For this assignment, you should use the library databases discussed in class—e.g., ABI/Inform and Lexis-Nexis—to find at least fifteen quality articles, books, or other legitimate publications relevant to the venture you are proposing. Please turn in:

- A list of the sources
- A one paragraph discussion of the implications of relevant information you have found in these articles.

Please note that your information search may need to be done on an industry categorization that is broader than your specific product. For example, if you are interested in introducing odor eliminating jogging wear, you may need to research athletic wear in general. In some circumstances, you may need to do your research on a related industry. For example, if you are interested in introducing “environmentally friendly” ammunition that avoids lead contamination, you may want to research the handgun and/or hunting rifle markets, as appropriate.

You may use any reasonable format, but your citation should, at a minimum, include:

- The author’s or authors’ name(s), if available.
- Title of article and periodical, or title of book or other publication.
- Year of publication.

It is fine to “cut and paste” article citations from an online database listing. If you use databases that have a different format, that is fine, too, so long as the required information is present. **Please do not spend your time “prettying up” a bibliography.** This is a task that can be delegated in industry. You should focus, instead, on *substantive* issues.

It is irrelevant where you retried an article—“Lexis-Nexis” is or the hyperlink address for the article found within a periodicals database—is not part of the citation.

**IMPORTANT NOTE:** You should use legitimate books and articles found through library databases. Ordinary web sites usually do *not* qualify.

The completed assignment should be mailed to [sources@PassionForProfit.com](mailto:sources@PassionForProfit.com) .