Ref: GITC/P/1/Bibl.

Subject: Short Bibliography of basic statistical and information sources for marketing research

Dear Sir,

We intend to include the attached bibliography in a forthcoming pamphlet on export marketing research for developing countries.

As explained the list is basic, i.e. gives sources of sources. This is to avoid it getting too long. For the same reason we have tried to avoid purely national sources, and kept to international listings.

Would you kindly check this list for accuracy as far as your own publication is concerned. If you have suggestions regarding additional publications we should be pleased to know them. Your early reply would be appreciated.

Yours faithfully,

H.L. Jacobson

H.L. Jacobson,
Director of the Centre

Let/281
Note: Since immediate sources of information for marketing research are very numerous, this short list is intended as a guide to basic sources. So far as possible the list is international: to have produced it on a national basis would again have made it too long.

Bibliography of Market and Marketing Reports by Products and Countries

Catalogus van Adresboeken

Compendium of Sources: Basic Commodity Statistics

Compendium of Sources: International Trade Statistics

Croner's Reference Book for World Traders
(Loose-leaf publication brought up to date by an amendment service).

Current Sources of Marketing Information
Edgar Gunther and F.A. Goldstein.
American Marketing Association, Bibliography series No. 6, 230 N. Michigan Avenue, Chicago, Illinois, U.S.A.

Economic and Social Development Plan Africa, Asia and Latin America

Foreign Commerce Handbook: Basic Information and a Guide to Sources

Manufacturing and Trading Associations in Twenty-Eight Countries
Select Bibliography for Export Promotion Services in Developing Countries

Sources of Statistics for Market Research - Europe and North America

37s.6d., $6.50, FF.25, SF.25, DM.21.30.

£3.3.0d., $17.00, FF.40, SF.40, DM.33.

15s., $2.50, FF.10, SF.10, DM.8.30.

37s.6d., $6.50, FF.25, SF.25, DM.21.

17s.6d., $3.30, FF.12, SF.12, DM.10.

37s.6d., $6.50, FF.25, SF.25, DM.21.

Clodwig Kapferer

Trade Directories of the World
(Loose-leaf publication brought up to date by an amendment service)

Ulrich International Periodicals Directory
Vol. 1: Scientific, Technical and Medical Periodicals. $15.00.
Vol. 2: Arts, Humanities, Social Sciences, Business. $15.00.


What to Read on Exporting
D.W. Bromley
The Library Association,

Yearbook of International Organisations
Union of International Associations,
Palais d'Egmont, Brussels 1, Belgium. Biennial. $5.15.0d., $18.00, FF.85, SF.75, Belg.F.800.