

EBSCO Full Text Journals Sales & Marketing

ISSN	Journal Title
	Ad Age Global
0112-6997	AdMedia
0098-9258	Advances in Consumer Research
1044-7385	Advancing the Consumer Interest
0001-8899	Advertising Age
1524-8984	Advertising Age International
1087-948X	Advertising Age's Business Marketing
1072-9119	Advertising Age's Creativity
0952-3820	Advertising Age's Euromarketing
0263-8118	Advertising Forecast
	Advertising Industry Profile: Asia-Pacific
	Advertising Industry Profile: Belgium
	Advertising Industry Profile: Canada
	Advertising Industry Profile: China
	Advertising Industry Profile: Europe
	Advertising Industry Profile: France
	Advertising Industry Profile: Germany
	Advertising Industry Profile: Global
	Advertising Industry Profile: Italy
	Advertising Industry Profile: Japan
	Advertising Industry Profile: Spain
	Advertising Industry Profile: the Netherlands
	Advertising Industry Profile: United Kingdom
	Advertising Industry Profile: United States
0199-2864	Adweek
1536-2272	Adweek Magazines' Technology Marketing
0276-6612	Adweek Midwest Edition
0888-0840	Adweek New England Edition
8756-6389	Adweek Southeast Edition
0199-4743	Adweek Western Edition
0892-1121	Aftermarket Business
0743-2348	American Business Review
0163-4089	American Demographics
0003-0902	American Salesman
0193-3264	Automotive Marketing
	Automotive Research Report: As EU Rules Shift, Automakers Need Focus on Customers, Not Control
	Automotive Research Report: Carmakers Must Support Dealers to Heal Rifts & Keep Customers
1530-2369	B to B
1325-9210	B&T Weekly
0274-7111	Bank Advertising News
1539-7890	Bank Marketing
0965-9390	Brand Strategy
1064-4318	Brandweek
1045-3172	British Journal of Management
0007-1099	British Journal of Marketing

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0008-2309	Campaign (UK)
0740-3119	Catalog Age
0090-0907	Chemical Market Reporter
0090-0907	Chemical Marketing Reporter
0740-6231	Computer Publishing & Advertising Report
0893-8377	Computer Reseller News
1066-7598	Computer Retail Week
0740-4964	Consumer Comments
1088-498X	Contemporary Argumentation & Debate
0279-1021	CPA Marketing Report
0262-1037	Creative Review
1541-3403	CREATIVITY
	Cross-Industry Research Report: 2004 Advertising Trends Reflect Vertical Market Dynamics
0163-3392	Current Issues & Research in Advertising
1096-4819	DCI
0950-3676	Design Week
0012-3188	Direct Marketing
1049-9172	Display & Design Ideas
1530-6259	DSN Retailing Today
0164-6362	EBN
0013-1806	Educational Marketer
1092-0188	Electronic Advertising & Marketplace Report
	eMarketing Software Industry Profile: United States
0951-7758	European Advertising & Media Forecast
0309-0566	European Journal of Marketing
1352-9633	European Retail Digest
1477-738X	Event
0882-4711	Export Today
	Financial Services Question & Answer: CEOs of Investment Services Look to Information to Attract Clients
	Financial Services Question & Answer: Should Banks Invest in Alert Services for Their Customers?
	Financial Services Research Report: Align Marketing Efforts to Yield Positive Consumer Reaction
	Fund Marketing Alert
0019-8471	Industrial Management
1366-5448	In-Store Marketing
	Interactive Advertising & Branding News
0265-0487	International Journal of Advertising
	International Journal of Advertising & Marketing to Children
0265-2323	International Journal of Bank Marketing
1320-7156	International Journal of Business Studies
1460-8545	International Journal of Management Reviews
1470-7853	International Journal of Market Research
1469-7025	International Journal of Medical Marketing
1465-4520	International Journal of Nonprofit & Voluntary Sector Marketing
0265-1335	International Marketing Review
0959-3969	International Review of Retail, Distribution & Consumer Research
0020-8957	International Trade Forum

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1097-8291	Internet World
0790-7362	Irish Marketing Review
0091-3367	Journal of Advertising
0021-8499	Journal of Advertising Research
1350-231X	Journal of Brand Management
0021-9398	Journal of Business
0885-8624	Journal of Business & Industrial Marketing
0278-6087	Journal of Business Forecasting Methods & Systems
0887-2058	Journal of Business Strategies
0275-6668	Journal of Business Strategy
1472-0817	Journal of Consumer Behaviour
0736-3761	Journal of Consumer Marketing
1057-7408	Journal of Consumer Psychology
0093-5301	Journal of Consumer Research
1064-1734	Journal of Current Issues & Research in Advertising
1350-2328	Journal of Database Marketing
1741-2439	Journal of Database Marketing & Customer Strategy Management
1363-0539	Journal of Financial Services Marketing
0737-3252	Journal of Health Care Marketing
1525-2019	Journal of Interactive Advertising
1069-031X	Journal of International Marketing
0022-2429	Journal of Marketing
1352-7266	Journal of Marketing Communications
0267-257X	Journal of Marketing Management
0022-2437	Journal of Marketing Research (JMR)
1069-6679	Journal of Marketing Theory & Practice
0885-3134	Journal of Personal Selling & Sales Management
1061-0421	Journal of Product & Brand Management
1520-8834	Journal of Psychology & Financial Markets
0743-9156	Journal of Public Policy & Marketing
1062-726X	Journal of Public Relations Research
1084-8568	Journal of Quality Management
0022-4359	Journal of Retailing
0887-6045	Journal of Services Marketing
0972-4702	Journal of Services Research
0965-254X	Journal of Strategic Marketing
0967-3237	Journal of Targeting, Measurement & Analysis for Marketing
	Management & Marketing Consultancy Industry Profile: Asia-Pacific
	Management & Marketing Consultancy Industry Profile: Europe
	Management & Marketing Consultancy Industry Profile: France
	Management & Marketing Consultancy Industry Profile: Germany
	Management & Marketing Consultancy Industry Profile: Global
	Management & Marketing Consultancy Industry Profile: Japan
	Management & Marketing Consultancy Industry Profile: United Kingdom
	Management & Marketing Consultancy Industry Profile: United States
	Market Research Industry Profile: Asia-Pacific
	Market Research Industry Profile: Belgium
	Market Research Industry Profile: Canada

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	Market Research Industry Profile: China
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1083-5512	Market: Africa/Mid-East
1059-275X	Market: Asia Pacific
1050-9410	Market: Europe
1066-7024	Market: Latin America
0025-3650	Marketing (UK)
0113-6895	Marketing Bulletin
1052-8008	Marketing Education Review
	Marketing Event
1094-1304	Marketing Health Services
	Marketing Intelligence Software Industry Profile: Germany
	Marketing Intelligence Software Industry Profile: United Kingdom
1196-4650	Marketing Magazine
1061-3846	Marketing Management
1534-973X	Marketing Management Journal
0025-3790	Marketing News
1040-8460	Marketing Research
1469-347X	Marketing Review
0732-2399	Marketing Science
1076-4879	Marketing Tools
0141-9285	Marketing Week (UK)
0895-5697	MC: Marketing Computers
8750-1848	MC: Technology Marketing Intelligence
0047-5394	McKinsey Quarterly
	mCRM Industry Profile: France
	mCRM Industry Profile: Germany
	mCRM Industry Profile: Global
	mCRM Industry Profile: Italy
	mCRM Industry Profile: Spain
	mCRM Industry Profile: United Kingdom
	Media News Analysis: Internet Advertising Acquisitions Reflect Rapid Growth for 2004
	Media News Analysis: Starbucks Leverages Its Brand Into a Music Market in Transition
	Media Question & Answer: Intel Uses Its Size & Reputation to Fuel Centrino Brand Launch
	Media Question & Answer: Search Offers Solutions for Advertisers Across the Board
	Media Question & Answer: Verizon Pay-Per-Click Advertising Sends Industry a Wake-Up Call
	Media Research Report: Advergaming Gets Consumers to Play While Advertisers Pay
	Media Research Report: Advertising Spending Follows Function Over Form

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ISSN	Journal Title
	Media Research Report: Disruptive Technologies Boost Internet Advertising
	Media Research Report: Interactive TV Advertising Makes Slow Progress in Europe
	Media Research Report: Pushy Pop-Ups Blunt the Power of Online Advertising
	Media Research Report: PVRs Cause Positive & Negative Disruptions in Advertising
0025-7354	Medical Marketing & Media
0958-3769	Money Marketing
	Negotiation
1364-7776	New Media Age
0111-9044	NZ Marketing Magazine
1071-8990	OEM Magazine
1085-5068	Online Tactics
0899-1847	PC Computing
1522-9564	Potentials
0955-0836	Precision Marketing
0032-9762	Product Finishing
1040-1482	Productivity Software
1047-1707	Promo
0091-0260	Public Personnel Management
0033-3700	Public Relations Quarterly
1042-1408	Public Relations Research Annual
1080-6792	Public Relations Tactics
0951-7766	Quarterly Survey of Advertising Expenditure
1524-1734	Reflections
	Retail News Analysis: Radio Tag Protesters Force Smart Cards U-Turn at Metro
	Retail Question & Answer: Product Categories Reveal What Europe's Web Shoppers Want
0092-2846	Review of Public Data Use
0163-7517	Sales & Marketing Management
0049-0016	SDM: Security Distributing & Marketing
1069-1952	Selling
1061-6934	Sport Marketing Quarterly
1460-8359	Sports Marketing
1087-8572	Strategy & Leadership
0740-6231	Technology Advertising & Branding Report
1464-1445	Total Communication Measurement
	Travel Research Report: Tour Operators Taking First Steps to Shelve Traditional Brochures
	Wireless Advertising Industry Profile: United States
1464-6676	Young Consumers

Publications included on this Package are subject to change without notice.