

MKT 110: COUNTRY RESEARCH

Reference Sources

Reference Sources can focus your topic by giving you a concise overview, background information, facts and statistics, definitions and correct spellings. The reference titles below are located in the Reference Stacks in the MCC Library.

Call Number	Title
REF GN307.C68	Countries and Their Cultures
REF GN550.E53	Encyclopedia of World Cultures
REF GT150.C85	CultureGrams
REF HC59.S734	State of the World
REF HC427.95.D65	Doing Business with China
REF HF1010.N37	Nations of the World: A Political, Economic, and Business Handbook
REF HF1416.M78	Dun and Bradstreet's Guide to Doing Business Around the World
REF HF1584.7.D65	Doing Business with Saudi Arabia
REF HF3630.2.Z6.D63	Doing Business with Russia
REF HF5389.M375	Global Business Etiquette
REF HF5389.M67	Kiss, Bow, or Shake Hands: Europe
REF HF5415.127.M376	Market Share Reporter
REF JA51.S7	The Statesman's Yearbook
REF JF37.P6	Political Handbook of the World

Reference Databases

Reference Databases provide similar information as the print reference sources above. They can be accessed electronically from the [MCC Library homepage](#) under Reference Databases. For remote access, click on the [Off Campus Access Menu](#).

Database Name	Description
Daily Life Online	a comprehensive, cross-disciplinary resource that supports history, social studies, English, and language students
Global Road Warrior	guide to business travel around the globe

Article Databases

Periodicals consist of popular magazines, newspapers, trade and scholarly journals. To learn about the differences in periodicals refer to Researching Periodicals on the Class Handouts page. All of these resources

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can be located from the [MCC Library homepage](#) under Article Databases. For remote access, click on the [Off Campus Access Menu](#).

Database Name	Description
Academic Search Premier	multi-disciplinary database provides full text for more than 4,500 journals
Business Source Elite	business database provides full text for nearly 1,100 business publications; access Datamonitor Reports by clicking on Company Profiles (top menu)
ProQuest	multi-disciplinary full text database
Regional Business News	provides comprehensive full text coverage for regional business publications

Sample Searches

Keyword Searches

- ✓ international business
- ✓ business and culture
- ✓ global business
- ✓ [country] and culture

Subject Searches

- ✓ foreign investments
- ✓ international trade
- ✓ corporate culture
- ✓ business etiquette

Internet Sources

Remember to carefully evaluate information found on the Internet. Unlike most traditional print sources, Internet sources may not go through any review process before the information is made available to the public.

Web Site	Address
Culture & Anthropology Sites	http://www.mchenry.edu/library/SitesbySubjectnew/anthropologylinks.html
	Useful list of websites for cultural topics
CIA World Factbook	www.cia.gov/library/publications/the-world-factbook/
The Economist Country Briefings	www.economist.com/countries/index.cfm
globalEDGE™	globaledge.msu.edu
International Travel: U.S. Dept. of State	travel.state.gov
Intute World Guide	www.intute.ac.uk/sciences/worldguide/
NationMaster	www.nationmaster.com
Virtual World Trade Reference Room	ita.doc.gov/td/industry/otea/ref-room.html#nats

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