

Key Sources of International Marketing Information

Source	Publication/Access Info	Notes
Websites for International Marketing		
Global Edge site (MSU CIBER)	http://globoledge.msu.edu	This site links international business and country information in a logical, easy to use format. Information is quickly obtained by using the on-site search engine.
FITA (Federation of International Trade Associations)	http://fita.org/webindex/index.html	Click on "Really Useful Links"
Source OECD	http://www.oecd-ilibrary.org/ or Database A-Z list	SourceOECD is the Organization for Economic Cooperation and Development's online library of statistical databases, books and periodicals. For country specific information, use the search box at the top of the page and choose 'Country Reports and Tables' from the dropdown menu. One of the most useful features of this service is the option of clicking on a chart or graph in a PDF file and downloading an Excel table with the background data from which the chart or graph was made.
World Development Reports (World Bank)	http://econ.worldbank.org/WBSITE/EXTERNAL/EXTDEC/EXTRESEARCH/EXTWDRS/0,,contentMDK:20227703~pagePK:478093~piPK:477627~theSitePK:477624,00.html	Each year the WDR provides in depth analysis of a specific aspect of development. Past reports have considered such topics as the role of the state, transition economies, labor, infrastructure, health, the environment, and poverty.
World Trade Organization	http://www.wto.org	The World Trade Organization's official web site offers up-to-date information on the international trading system, its rules, and how it works
UNESCO -- United Nations Educational, Scientific, and Cultural Organization	http://www.unesco.org	
US Government Sources		
ITDS (International Trade Data System)	http://itds.gov/	An integrated government-wide system for the electronic collection, use, and dissemination of international trade data

Country Commercial Guides	http://www.state.gov/e/eb/rls/rpts/ccg/	These reports present a comprehensive look at countries' commercial environments, using economic, political and market analysis.
U.S. Census Bureau Foreign Trade	http://www.census.gov/foreigntrade/www/	The Census Bureau maintains international trade related statistics and provide trade information. For example, they have Correct Way to Fill out a Shipper's Export Declaration and Country by Commodity Trade Data
World Factbook	https://www.cia.gov/library/publications/the-worldfactbook/docs/profileguide.html	Produced by Central Intelligence Agency
Portals		
RUSA Best Business Websites: International Business	http://www.ala.org/rusa/sections/brass/brassprotocols/bestofthebestbus/bestbusinesswebsitesinternational	Not all listed resources are available through Washington University; when in doubt, search our Catalog or List of Databases A-Z
Directories		
Directory of American Firms Operating in Foreign Countries (UNIWORLD)	http://www.uniworldbp.com/	Also available from the List of Databases A-Z
Directory of Foreign Firms Operating in the United States (UNIWORLD)	http://www.uniworldbp.com/	Also available from the List of Databases A-Z
Marketing Guides		
Passport (GMID)	http://www.portal.euromonitor.com/portal/policy/termsandconditions?ControllerName=Magazine&ActionName=HomeMain	This resource provides business intelligence on industries, countries and consumers. It offers integrated access to internationally comparable statistics, full-text market reports, insightful comment from expert industry and country analysts
Mintel Markets	http://academic.mintel.com/index.html	For UK and some European markets

Demographic Data		
LexisNexis Statistical	http://statistical.proquest.com/statisticalinsight/search/basic/sibasicsearch	Abstracts and index to U.S. & state governments and privately published & international and intergovernmental statistical sources
Statista	http://www.statista.com/	Portal for business and industry, government, and demographic statistics that integrates thousands of diverse topics of data and facts from some 18,000+ public and commercial sources onto a single, easy-to-search platform. Geographic coverage is worldwide, with particular emphasis on the United States, China, and European Union countries.
Subscription (article) Databases		
Business Source Complete	http://web.b.ebscohost.com/bsi/search/basic?sid=797fb147-bbc0-4f48-baf4-f69279c16db2%40sessionmgr110&vid=0&hid=106	Search by Country- just click on 'Country Report' button on opening page, then type in country name, or browse through listing.
Other Databases:		
Marketline (formerly Datamonitor 360)	http://360.datamonitor.com/	Visit Marketline to access data previously found in Datamonitor. Marketline Advantage provides coverage of 30,000 + companies updated annually. It also provides 3500+ industrial profiles updated annually as well as country profiles, country statistics, and financial statistics tracked by Marketline.

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For a full list of databases offered, visit the [List of Databases A-Z](#).

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