



**EASTBANK REGIONAL LIBRARY**

*REFERENCE DEPARTMENT*

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## **Marketing Research Tools at EBR**

### **BOOKS & PERIODICALS**

**Circulation 2011 (SRDS)[analysis of newspaper circulation] R 070.172**

**CityBusiness Book of Lists for New Orleans, Baton Rouge, Atlanta, and the Northshore**

**County and City Extra R 917.305**

**Deedfax (Greater New Orleans residential real estate transactions in print and online)**

**Dun & Bradstreet Regional Directory—Print/Database R338.74D2011**

**Gale Directory of Publications and Broadcast Media R071.3025 Gal**

**Haines City Directory**

**Jefferson Parish New Business List (JEDCO)**

**Lifestyle Market Analyst R 658.834 Lif**

**Louisiana Business to Business Sales and Marketing Directory  
R La 338.7 Lou**

**Louisiana Occupational Employment Wage SurveyL110.8s:WS**

**County Business Patterns R La 317.63 Uni**

**Louisiana's Updated Media Directory R La. 070.025763 Lou**

**Metropolitan New Orleans Real Estate Market Analysis**

Published by UNO

**New Orleans City Business ( [www.neworleanscitybusiness.com](http://www.neworleanscitybusiness.com) )**

**Polk City Directories**

**Rand McNally Commercial Atlas & Marketing Guide R 912 Ran**

**The Sourcebook of County Demographics R 339.41 Sou**

**Sourcebook for Zipcode Demographics R 304.6 Sou 2**

**Statistical Abstract of the United States R 317.3 Uni**

**World Chamber of Commerce Directory R 380.106 Wor**

## **Louisiana Library DATABASES**

@www.jefferson.lib.la.us Online Databases

**12 volume Business Plans Complete—a Gale Virtual Reference Library title  
in Gale Group Databases**

**Business Searching Interface: Business Source Complete-also in Ebsco)**

Articles, company information, industry profiles, country and  
market research reports

**Demographics Now—in Gale Group Databases**

**Dun & Bradstreet Louisiana Million Dollar Database**

**Economia y Negocios—in Ebsco**

fulltext Spanish business publications

**Hospitality and Tourism Index—in Ebsco**

**Newsbank** ( keyword searches Times-Picayune, New Orleans CityBusiness, and Baton Rouge Advocate, as well as Alexandria, Lafayette, Monroe, Shreveport, Dallas, and Houston papers et al)

**Newspaper Source** (on the library's website in Ebsco: 25 national newspapers, 260+ regional papers.)

### **Reference USA**

Residential and business database with multiple search modes ( siccode, yp heading, zipcode, address, etc.)

**Thomson Gale Legal Forms—a Gale Group database**

## **Internet Resources**

[www.amaneworleans.com](http://www.amaneworleans.com)

**American Marketing Association New Orleans Chapter**

[www.bls.gov](http://www.bls.gov) (Bureau of Labor Statistics) “Metropolitan Area Occupational Employment and Wage Estimates” link.

[www.businessguidelouisiana.com](http://www.businessguidelouisiana.com) **Official Guide to Doing Business in Louisiana**

[www.bus.lsu.edu](http://www.bus.lsu.edu) **LSU's Real Estate Research Institute**

<http://www.bus.lsu.edu/lbtc>

**LSU Business and Technology Center**

[www.buyusa.gov](http://www.buyusa.gov) **New Orleans Export Assistance Center**

<http://www.buyusa.gov/neworleans/partners.html> “The New Orleans U.S. Export Assistance Center works with federal, state, public and private organizations located throughout the state on export-related programs, such as matchmaking, counseling, business incentives, seminars, and workshops.”

[www.census.gov](http://www.census.gov) **for multilevel, including zipcode, census data and Economic Census reports**

**<http://www.census.gov/population/www/projections/stproj.html>**  
**Population projections by state to 2030**

**[www.choosecenla.com](http://www.choosecenla.com)**  
**Central Louisiana Economic Development Alliance**

**[http://www.energy-louisiana.com/Economic\\_Development/](http://www.energy-louisiana.com/Economic_Development/)**  
**Energy's economic development initiatives**

**[www.filmjeffersonla.com](http://www.filmjeffersonla.com)**  
**"Louisiana's most generous initiatives" Film industry promotion for Jefferson Parish**

**[www.gnocdc.org](http://www.gnocdc.org)** **Greater New Orleans Community Data Center**

**[www.gnoinc.org](http://www.gnoinc.org)** **Greater New Orleans Inc Regional Economic Alliance**  
**"a regional development agency serving  
the 10-parish greater New Orleans region"**

**<http://www.ideavillage.org/resourcefinal.pdf>**  
**New Orleans Area Small Business Resource Guide**

**[www.jedco.org](http://www.jedco.org)** **Jefferson Economic Development Commission**  
**700 Churchill Parkway • Avondale, Louisiana 70094 • Phone: 504.875.3908 • Fax:  
504.875.3923**

**[www.lambc.org](http://www.lambc.org)** **Louisiana Minority Business Council**

**<http://www.lbia.org>** **Louisiana Business Incubators Association**  
**Download center includes a business plan outline...**

**[www.louisianaeconomicdevelopment.com](http://www.louisianaeconomicdevelopment.com)** **"Finding the right site begins with finding  
the right information...Research more than 1,000 available sites, buildings and  
mega sites in Louisiana. Review GIS-based geographic suitability analyses, view  
detailed demographic and business data, get needed contact information and more."**

**[www.louisianaentertainment.gov](http://www.louisianaentertainment.gov)** **"Our mission is to create and grow and indigenous  
entertainment industry"**

**[www.louisiana.gov/Explore/Demographics and Geography](http://www.louisiana.gov/Explore/Demographics_and_Geography)**  
**Louisiana State Census Data Center**

[www.louisianaseafood.com/our\\_board](http://www.louisianaseafood.com/our_board) Seafood industry promotion

[www.laretail.org](http://www.laretail.org) Louisiana Retailers Association

[www.lra.org](http://www.lra.org) Louisiana Restaurant Association

[www.lsbdc.org](http://www.lsbdc.org) University of New Orleans Small Business Development Center..International Trade Assistance Program...Business Incubation...

[www.ltpa.org](http://www.ltpa.org) Louisiana Travel Promotion Association

[www.marketingpower.com](http://www.marketingpower.com) American Marketing Assn site.  
“Free Samples” link includes a Non-profit Marketing Plan and a Specialty Retail Marketing Plan. Link to free Statsoft keywordsearchable statistics textbook.

[www.mplans.com](http://www.mplans.com)  
free sample marketing plans

[www.nelea.us](http://www.nelea.us)  
Northeast Louisiana Economic Alliance

[www.nlep.org](http://www.nlep.org)  
North Louisiana Economic Partnership

<http://www.nonbmbaa.org/>  
New Orleans Chapter National Black MBA Assn.

[www.norpc.org](http://www.norpc.org) New Orleans Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, and St. Tammany Parishes. Includes ‘Enterprise Zone Maps’ link.

<http://www.slec.org>  
South Louisiana Center for Economic Growth and Technology for Assumption, Lafourche, St. Mary, and Terrebonne

<http://www.socialmediaexaminer.com/SocialMediaMarketingReport2011.pdf>  
Social Media Marketing Report 2011

[www.thomas.net](http://www.thomas.net) Thomas Register free online.

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