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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)

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

American Marketing Association New Orleans Chapter

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

www.businessguidelouisiana.com **Official Guide to Doing Business in Louisiana**

www.bus.lsu.edu **LSU's Real Estate Research Institute**

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

LSU Business and Technology Center

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 **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

Central Louisiana Economic Development Alliance

http://www.energy-louisiana.com/Economic_Development/

Energy's economic development initiatives

www.filmjeffersonla.com

“Louisiana’s most generous initiatives” Film industry promotion for Jefferson Parish

www.gnocdc.org Greater New Orleans Community Data Center

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 Jefferson Economic Development Commission

**700 Churchill Parkway • Avondale, Louisiana 70094 • Phone: 504.875.3908 • Fax:
504.875.3923**

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 “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 “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 Seafood industry promotion

www.laretail.org Louisiana Retailers Association

www.lra.org Louisiana Restaurant Association

www.lsbdc.org University of New Orleans Small Business Development Center..International Trade Assistance Program...Business Incubation...

www.ltpa.org Louisiana Travel Promotion Association

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
free sample marketing plans

www.nelea.us
Northeast Louisiana Economic Alliance

www.nlep.org
North Louisiana Economic Partnership

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

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 Thomas Register free online.

Gontar03/Rev. 2011