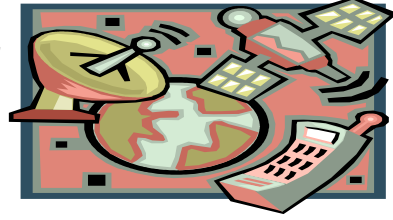


ADVERTISING



LIBRARY RESOURCES

BOOKS

Ad women: how they impact what we need, want and buy	HF5805.S58 2009
Advertising for beginners: successful web and offline advertising in the digital age	HF6107.A39 2009
The Age of persuasion: how marketing ate our culture	HF 5823 .O74 2009
Branded male: marketing to men	HF 5415.1255.T86 2008
Buy ology: truth and lies about why we buy	HF 5415.12615 .L56 2008
Canadian Media Directors' Council media digest	Ref. HF 5826.5.C3
Copywriting for the electronic media : a practical guide	HF5825.M38 2009
Creating your digital portfolio: the essential guide to showcasing your design work online	NC 1001 .C63 2010
Encyclopedia of major marketing campaigns	Ref. HF 5837.E53 2007
Facebook marketing: leverage social media to grow your business	HF5415.1265.H656 2009
Hey Whipple, squeeze this: a guide to creating great ads	HF 5825 .S88 2008
Ikonica : a field guide to Canada's brandscape	HD 69.B7 H349 2008
Imaging in advertising : verbal and visual codes of commerce	HF 5821.J64 2008
King of Madison Avenue: David Ogilvy and the making of modern advertising	HF5810.O34 A3 2009
The Man who sold America ... Albert D. Lasker	HF 5810 .L3 C78 2010
The National list of advertisers	Ref. HF 5808.C2 N3 2009
Presentation zen design: simple design principles and techniques to enhance your presentations	HF 5718.22 .R49 2010
The Secrets of advertising to Gen Y consumers	HF 5415.32 .L59 2010
Shopper marketing: how to increase purchase decisions at the point of sale	HF5828.S56 2010
Start & run a graphic design business	NC 1001.H84 2010

DEMOGRAPHICS

FP Markets, Canadian demographics
Market Research Handbook
Profile of Census Divisions & Subdivisions in Ontario, 2006 census (3 vols.)

Ref. HC 111.F65
Stats.Can. #63-224
Stats.Can.#95-550-XPB

JOURNALS

Adbusters Quarterly
Applied Arts
B to B
Canadian Advertising Rates & Data (CARD)

CMYK
Communication Arts
Journal of Advertising Research
Marketing Magazine

AUDIO VISUAL PROGRAMS

Ad Infinitum: the many paths into advertising

Films on Demand

Canada's Brands : can they compete?

HC 79.C7 C36 2007

Killing Us Softly 4

HF 5822 .K363 2010

Remote control: advertising in crisis

HF 5822.R46 2006

Selling Game (Doc Zone)

HF5438.25.T395 2007

Sexy Inc. : our children under influence

HQ 784 .M3 S49 2007

RECOMMENDED WEB SITES

Adbusters Magazine
Advertising Media Internet Center
Canadian Advertising Rates and Data
Creative Effects (Advertising Design Studio, Kingston, Ont.)
Integrated Canadian Communications Company
Marketing Virtual Library
Outdoor Advertising Association of America
Statistics Canada

www.adbusters.org
www.amic.com
www.cardmedia.com
www.creativeeffects.com
www.grey.net
www.knowthis.com
www.oaaa.org
www.statcan.gc.ca

ONLINE DATABASES

The library website www.loyalistlibrary.com provides students and staff electronic databases to research articles from journals and newspapers. Your student/library number will be required to sign in to our databases off campus.

E-LAWS

www.e-laws.gov.on.ca

Current consolidated versions of most of the Ontario's public statutes and regulations, updated within 10 business days of the enactment of a new law or the amendment of an existing law. Included are links to bills which have been introduced for debate in the Legislative Assembly of Ontario.



RefWorks is web-based software that allows you to create a personal database of the references you've used for your research. It will also allow you to format papers, and generate bibliographies in standard output styles such as APA, MLA, and others. To create a free RefWorks account visit www.loyalistlibrary.com and click on the RefWorks link.