

# Research guide for Cross Cultural Communications

Information for MARK 492

Concordia University  
Libraries, Fall 2009

## Resources with information about countries of interest to managers

TITLE	CALL # *
<b>Bridging the culture gap : a practical guide to international business communication</b>	<a href="#">ONLINE</a>
<b>Essential do's and taboos : the complete guide to international business and leisure travel</b>	<a href="#">ONLINE</a>
<b>Countries and their cultures</b> <i>4 volume set. Provides extensive essays on the language, culture and religion of hundreds of countries</i>	GN 307 C68 2001 - REF
<b>Craighead's international business, travel, and relocation guide to 84 countries, 2002-03</b>	HF 5549.5 E45C75 2002 - REF
<b>Dun &amp; Bradstreet's guide to doing business around the world</b> <i>Includes information on national holidays, religious/societal influences on business, cultural tips for 40 countries.</i>	HF 1415 M78 2001 - REF
<b>Encyclopedia of world cultures</b>	GN 307 E53 1991 - REF
<b>Kiss, bow, or shake hands : the bestselling guide to doing business in more than 60 countries</b>	HF 5389 M67 2006 - REF
<b>Kiss, bow, or shake hands : Europe</b>	HF 5389 M65 2007 - REF
<b>Reference book for world traders</b> <i>Provides summary information on doing business in hundreds of countries including communications, major government offices (with Websites), business information sources, advertising media</i>	HF 1010 C66 (Loose-leaf – current) - REF

\*: All books are in Webster's Reference Collection, on main floor

## To find more books try the following keyword searches in [CLUES](#) (Concordia's Online Catalogue)

The following keywords will lead you to books of possible interest:

- Doing business ... (add name of country or region of interest) [EXAMPLE](#)
- Business travel ... (add name of country or region of interest) [EXAMPLE](#)
- [Intercultural communication business](#)
- [Business etiquette](#)
- [International business enterprises management](#)

## Resources with information relevant to marketing in other countries

TITLE	CALL#
<b>Countries and their cultures</b> <i>4 volume set. Provides extensive essays on the language, culture and religion of hundreds of countries</i>	GN 307 C68 2001 - REF
<b>Encyclopedia of world cultures</b>	GN 307 E53 1991 - REF
<b>Essential do's and taboos : the complete guide to international business and leisure travel</b>	<a href="#">ONLINE</a>
<b>The global public relations handbook : theory, research, and practice</b> <i>Although focusing on public relations, chapters dealing with specific countries do discuss social factors that might be of interest to marketers. Case studies are included.</i>	<a href="#">ONLINE</a>
<b>Handbook of markets and economies : East Asia, Southeast Asia, Australia, New Zealand</b> <i>Provides detailed information on countries in these regions include discussion of culture, consumer behaviour, implications for marketing and even the marketing mix.</i>	HF 5415.33 A78H36 2006 - REF
<b>International direct marketing : principles, best practices, marketing facts</b> <i>Sections on specific countries provide data on media affinities and consumer trends</i>	<a href="#">ONLINE</a>
<b>Internet resources and services for international marketing and advertising : a global guide</b> <i>Lists business, advertising and marketing related organizations, including Websites, for countries around the world.</i>	HF 1416 C69 2002 - REF

**To find more books try the following keyword searches in [CLUES](#) (Concordia's Online Catalogue)**

The following keywords will lead you to books of possible interest:

- [International marketing](#)
- [Consumer behavior cross-cultural studies](#)
- [Intercultural communication marketing](#)
- [Export marketing](#)
- [International business enterprises](#)

## Online Sources of Country Information

### To find ARTICLES -- Indexes & Abstracts

All of the following resources can be accessed via the Libraries' Databases List:

<http://library.concordia.ca/research/databases/>

Title	Description
<b><u>ProQuest Business Databases</u></b> Includes: <ul style="list-style-type: none"><li>• ABI Inform Global</li><li>• ProQuest Asian Business</li><li>• ProQuest European Business</li></ul>	Indexes and abstracts business publications, both academic and trade, in all areas of business. Also gives fulltext access to market research reports and company reports.
<b><u>Business Source Complete</u></b>	Indexes and abstracts business publications, both academic and trade, in all areas of business. Also gives fulltext access to market research reports and company reports as well as a collection of business related books.
<b><u>Business &amp; Industry</u></b>	Business & Industry database provides business information (news, facts, figures, events, and market information) at an international level. Sources include over 1000 trade publications; national, international and regional newspapers; business dailies and newsletters.
<b><u>Factiva</u></b>	Offers access to the full-text of international newspapers, newswires, broadcast transcripts, magazines, Reuters photos, and business information sources for a total of approximately 9000 sources
<b><u>Communication and Mass Media Complete</u></b>	Indexes over 400 hundred journals in communication studies and includes the full-text for two hundred journals. Coverage includes cultural communication, media studies, film, journalism and broadcasting.

**\*\*See keywords suggested for book searching in CLUES**

#### Examples of articles:

Nirmalya Kumar. "The Indian mystique." Business Strategy Review 20.3 (2009): 42-47.

**Found in** ProQuest Business Databases

**Keywords:** international business AND management

[Link to abstract](#) (use "Find it @ Concordia" button to access article online)

Andrey Mikhailitchenko, et. al. "Cross-cultural advertising communication: Visual imagery, brand familiarity, and brand recall." Journal of Business Research 62.10 (2009): 931-938.

**Found in** ProQuest Business Databases

**Keywords:** consumer behavior AND cross-cultural AND marketing

[Link to abstract](#) (use "Find it @ Concordia" button to access article online)

## To Find Country Reports – Databases

All of the following resources can be accessed via the Libraries' Databases List:  
<http://library.concordia.ca/research/databases/>

Title	Description
<a href="#"><u>Global Market Information Database (GMID)</u></a>	This database provides market research reports for countries around the world. Of particular interest are their <b>Consumer Lifestyle Reports</b> for over 60 countries.
<a href="#"><u>Economist Intelligent Unit (EIU)</u></a>	Full-text reports and statistics for 200 countries and regions. Main sections are: <ul style="list-style-type: none"><li>• ViewsWire: Daily business intelligence and summary analysis</li><li>• Country Report: In-depth analysis of political and economic trends with some future forecasts</li><li>• Country Profile: Background and historical context of current economic and political events</li></ul>
<a href="#"><u>Europa World Plus</u></a>	Provides historical, economic and statistical information on over 250 countries. Europa also includes information on International Organizations as well as thematic essays.

## To Find Country Reports – Websites

**International Country Insights @ GlobalEDGE** (International Business Center at Michigan State University)  
<http://globaledge.msu.edu/countryInsights/>

**Cultural Profiles Project** (Citizenship and Immigration Canada)  
<http://www.cp-pc.ca/english/index.html>

**Country Reports & Profiles** (Concordia University Libraries):  
<http://library.concordia.ca/research/internet/country.php>  
This webpage includes both websites and databases with country information.

## To Get Additional Help

- **Library “How To” Guides:** <http://library.concordia.ca/help/howto/>  
See particularly:
  - Citation and style guides
- **fyi flix - instructional library videos:** <http://library.concordia.ca/help/fyiflix/>  
See particularly:
  - Featuring Find it @ Concordia
  - Searching for Journals & E-Journals
- **Ask A Librarian** services: <http://library.concordia.ca/help/questions/>
- Contact **Andrea Harland, Reference Librarian for Marketing**, to set up a meeting for you or your group: [andrea.harland@concordia.ca](mailto:andrea.harland@concordia.ca)