

Research guide for Cross Cultural Communications

Information for MARK 492

Concordia University
Libraries, Fall 2015

Resources with information about countries of interest to managers. All titles can be looked up in CLUES <http://clues.concordia.ca/>

TITLE	CALL # *
Bridging the culture gap : a practical guide to international business communication	ONLINE
Essential do's and taboos : the complete guide to international business and leisure travel	ONLINE
Craighead's international business, travel, and relocation guide to 84 countries, 2002-03	HF 5549.5 E45C75 2002 - REF
Dun & Bradstreet's guide to doing business around the world <i>Includes information on national holidays, religious/societal influences on business, cultural tips for 40 countries.</i>	HF 1415 M78 2001 - REF
Kiss, bow, or shake hands, sales and marketing : the essential cultural guide--from presentations and promotions to communicating and closing	ONLINE HF 5389 M674 2012
Kiss, bow, or shake hands : Europe	HF 5389 M65 2007 - REF
Reference book for world traders <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. All titles can be looked up in CLUES <http://clues.concordia.ca/>

TITLE	CALL#
Globalization, culture and branding	ONLINE
Essential do's and taboos : the complete guide to international business and leisure travel	ONLINE
The global public relations handbook : theory, research, and practice <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>	ONLINE
International direct marketing : principles, best practices, marketing facts <i>Sections on specific countries provide data on media affinities and consumer trends</i>	ONLINE
The SAGE handbook of international marketing	HF 1416 S24 2009 (regular loan)

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
ProQuest Business Databases Includes: <ul style="list-style-type: none"> • ABI Inform Global • ProQuest Asian Business • ProQuest European Business 	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.
Business Source Complete	Indexes and abstracts business publications, both academic and trade, in all areas of business. Also gives fulltext access to market research, industry and country reports as well as a collection of business related books.
Factiva	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

<u>Communication and Mass Media Complete</u>	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.
<u>PAIS International</u>	Provides worldwide coverage of political, social, and economic issues. PAIS indexes books and journals dealing with a wide range of subjects including political science, international relations, human rights, government policy, military conflicts, development issues, and labour conditions.

****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
<u>Passport GMID</u>	This database provides market research reports for countries around the world. Of particular interest are their Consumer Lifestyle Reports for over 60 countries.
<u>Economist Intelligent Unit (EIU)</u>	Full-text reports and statistics for 200 countries and regions. Main sections are: <ul style="list-style-type: none"> • ViewsWire: Daily business intelligence and summary analysis • Country Report: In-depth analysis of political and economic trends with some future forecasts • Country Profile: Background and historical context of current economic and political events
<u>Europa World Plus</u>	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/>

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/index.php#help_tab
See particularly:
 - Citation guides (APA, MLA...)
- **Instructional videos and tutorials:** <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/>
 - Chat
 - Email
 - Call
 - Reference Desk (Webster & Vanier)