

Business Directories

(products, marketing, contacts) (*print*)

American Wholesalers & Distributors Directory

R381.2025/American

California Manufacturers Register

R670/California

Direct Marketing Market Place

R658.802/Direct

Directory of California Wholesaler & Service Companies

R381.2025/Directory

Inside Prospects

R338.74025/Inside

San Diego businesses by SIC and Zip Codes & alphabetical order.

National Trade and Professional Associations of the United States

R061.3/National *

San Diego County Bioscience Directory

R338.476/San *

San Diego County Technology Directory

R338.476/San *

Tradeshaw Week Data Book

R607.3473/Tradeshaw

Directories for specific industries, retail and chain stores and import/export directories are also available in the Business Reference Section.

Check our annotated **Internet Guide** for additional links to company information, international business, people, products, business in California, business in San Diego, our partnering agencies and more: <http://www.sandiego.gov/public-library/services/guide.shtml>

* Ask for these directories at Social Sciences Desk

At San Diego Public Library's Central Library, business resources are found in several areas of the library:

Social Sciences & Business Reference Sections, 3rd floor:

- Business Reference materials, including business directories
- Library staff provides assistance

Science & Industry Section, 1st floor:

- Patent & trademark database
- "How to" book on business management & technology topics available for check out
- Staff assistance

California Room, 2nd floor:

- Information focused on San Diego, Southern California, and Baja California
- Business newspapers: San Diego Business Journal, San Diego Daily Transcript...
- Help finding materials in the section

Contact Information:

Telephone reference questions:
(619) 236-5894, #8

Business Resources & Technology
Link Workshops:
(619) 238-6630

San Diego Public Library
Central Library,
820 "E" Street
San Diego, CA 92101

businesslink@sandiego.gov

<http://sandiego.gov/public-library/services/businesstech.shtml>

Revised 4/07



Business Reference and Marketing Resources at San Diego Public Library.

The San Diego Public Library has print and electronic resources that can help in writing your Business and Marketing Plans.

These and other resources can also provide in-depth background information or timely news for starting, developing, managing and marketing your business.

This brochure highlights some important resources under the topics:

- Demographics (*print*)
- Marketing & Business-to-Business Contacts (*computer databases*)
- Business Directories (products, marketing and contacts) (*print*)

The print resources listed here are found in the Social Sciences & Business Reference Section of the Central Library, on the third floor. The databases are available at any of the library branches on the library's catalog and available remotely for SDPL library card holders.

The Central Library and the Branches also have circulating "how to" books on various business management and technology topics.



Demographics (*print*)

American Attitudes: What Americans Think about the Issues that Shape Their Lives

R308.38/American

American Generations Series

Includes individual titles: the Millennials; Generation X; the Baby Boom; and Older Americans; with information on attitudes, income, spending & more.

American MarketPlace: Demographics & Spending Patterns

R304.603/American

Provides demographic, spending and lifestyle statistics and analyzes trends.

American Men: Who They Are & How They Live

R305.3109/American

American Women: Who They Are & How They Live

R305.40973/American

Best Customer: Demographics of Consumer Demand

R 658.834/Best

Current best customers and future customer trends are given for a wide range of products and services.

Editor and Publisher Market Guide

R380/Editor *

This annual guide contains market ranking tables showing population, disposable income, income per household, total retail sales, lumber/hardware sales, general merchandise, food sales, automobile sales, gasoline sales, apparel sales, furniture sales, eat/drink sales and drug sales of all MSA and PMSAs and the top 250 counties and cities of the U.S. Facts and figures are provided for all daily newspaper markets listing such data as number of automobiles, principal shopping centers, average weekly wages and much more.

*Ask for at Social Sciences Desk

Household Spending: Who Spends How Much on What

R 658.834/Household

This reference work answers: Who buys? What do they buy? And how much do they spend? It examines Americans' spending habits on almost 1,000 products and services by age, income, household type, and geographic regions.

LifeStyle Market Analyst, SRDS

R658.834/Lifestyle

This publication contains information on popular interests, hobbies, and activities in each geographic and demographic market. The directory features data on 76 lifestyles and over 40 demographic segments.

Market Profile Analysis, Dun & Bradstreet.

R 658.83/Market

Demographic information for San Diego County at the most detailed geographic level—by census tract—is found in MPA. Similar to other demographic sources, this resource also includes educational level, median home value, household mobility indicators and length of residence.

Survey of Buying Power and Media Markets

R658.83/Survey *

This annual publication includes geographical rankings by age, ethnicity and selected retail groups and merchandise. It also contains five-year projections.

Community Sourcebook of Zip Code Demographics

R304.60973/Community

This annual guide lists over 70 demographic characteristics arranged into four profiles for 29, 600 residential ZIP codes. It offers forecasts through 2006. Data includes population, age, sex, race, Hispanic origin, households, families, household income and annual disposable income by age of householder. Contains 20 spending potential index categories. Identifies 43 distinctive consumer groups and classifies neighborhoods into these market segments.

* Ask for at Social Sciences Desk

Marketing & Business-to-Business Contacts

(online *databases*)

The library's home page, www.sandiego.gov/public-library/, provides a link to our current online databases. Follow the **Research Databases** tab, and select any of the following online databases.

RDS Business Suites

Only at Central Library

- **Business & Industry (B&I)**

A multi-industry database with a strong global focus on company, industry, and product information, and an emphasis on facts, figures, and trends that affect businesses.

- **Tablebase**

Provides thousands of hard-to-find market share tables, company and brand rankings, industry and product forecasts, production and consumption statistics, imports and exports, and demographics.

Business Source Premier

Over 8,500 business journals track industry trends. Experts explain changes within their industry. Updated on daily basis.

Standard & Poor's

Industry surveys report on specific industries and forecast possible economic obstacles and other trends that may affect manufacturing, productivity, and consumer buying trends.

ReferenceUSA

This business database allows you to search alphabetically, geographically or by Standard Industrial Classification (SIC Code) to identify specific businesses. This database may be downloaded onto a computer disc or printed out.

The library also provides access to some business databases remotely. You will need your library card number and PIN number to access these databases. Call the library for assistance at (619) 236-5894. The library's databases are subject to change.