

LIBRARY ASSIGNMENT
Introduction to Marketing: Management 187
Spring 2004

Student Name _____

- 1) Name 2 electronic databases I can use to find the name of a company's CEO.

- 2) Which government resource can I use to find the educational attainment level of Orange County residents, California?

- 3) Choose a resource I can use to find population data/statistics on Mexico.

- 4) Which resource can I use to find the ranking of the top companies within an industry?

- 5) Name a database I can use to search for scholarly articles.