Got Ads: Visual Design in Print Advertising

Term: Spg 2012

Librarian

[1]

Rose Harrington

Reference Librarian
Information Center
Email: quickstp@stanford.edu [2]

Getting Started

[3]

1. **Use Reference Sources [4] to jumpstart your research, to get ideas, search terms, context, and more.**
2. **Find Books, Journal Titles and Media in Stanford's Online Catalog, SearchWorks. [5]**
3. **Find Articles in Selected Databases.** [6]

> *Note: Stanford subscribes to over 1000 Databases [7] that index articles and books on various topics. Since there are so many databases we recommend a select subset of databases [6] which will give you access to articles in a wide variety of subject areas.*

4. **Find Resources on your Course Theme.** Click the link(s) below.

- [8]
- Advertising/Marketing Resources [9]

© 2008 The Board of Trustees of the Leland
Stanford Junior University. All rights reserved

• Contact

[10]

Advertising/Marketing Resources

[11]

Suggested Reference Sources

- *Ads to icons : how advertising succeeds in a multimedia age* [12] (case studies)
- Alphabet to Internet : mediated communication in our lives [13]
- American Decades [14]
- American media history [15]
- Companion encyclopedia of marketing [16]
- Contemporary youth culture : an international encyclopedia [17]
- Encyclopedia of American cultural & intellectual history [18]
- Encyclopedia of human emotions [19]
- Encyclopedia of major marketing campaigns. Volume 2 [20] **Jackson Business Library**
- *Handbook of consumer psychology* [21]
- The Internet : a historical encyclopedia [22]
- Marketing encyclopedia: issues and trends shaping the future [23] **Jackson Business Library**
- The Psychology of Gender [24]
- St. James encyclopedia of popular culture [25]

Selected Subject searches in Searchworks [5]

- Advertising [26]
- Advertising - Case Studies [27]
- Advertising History [28]
- Advertising - Psychological Aspects [29]
- Body Language [30]
- Branding [31]
- Commerce United States [32]
- Consumer Behavior [33]
- Consumption Economics [34]
- Dialogue [35]
- Discourse Analysis [36]
- English Language Style [37]
- Internet Marketing [38]
- Marketing [39]
- Nonverbal Communication [40]
- Popular Culture [41]
- Persuasion (Psychology) [42]
- Persuasive Communication [43]

Suggested Business/Advertising Databases

- ABI Inform [44] :Article citations and some full text articles in business-related publications. Includes the Wall Street journal.

© 2008 The Board of Trustees of the Leland
Stanford Junior University. All rights reserved

- Contact

Ad$pender [45]: includes advertising expenditures for millions of brands across various media.
Business source complete [46]: More than 1,150 peer-reviewed business publications which include virtually all subject areas related to business.
PsycINFO [47]: Contains citations and summaries of journal articles, book chapters, books, and technical reports in the field of psychology and psychological aspects of related disciplines including sociology, education, pharmacology, anthropology, business and law.
Sociological Abstracts [48]

Links to Business Library guides:

- Advertising Guide from the Business (GSB) Library [49]
- GSB Research Guide for Marketing Research [50]

Section: PWR 2
Instructor: Lee

- Previous Research Guide

var _gaq = _gaq || []; _gaq.push(['_setAccount', 'UA-7219229-20']); _gaq.push(['_trackPageview']); (function() { var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true; ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js'; var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s); })();

User login

To login with SUNetID, CLICK HERE!
Username: *
Password: *

- Request new password

Source URL: https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/901

Links:
[1] https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/258
[2] mailto:quickstp@stanford.edu
[3] https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/790
[4] https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/796
[5] http://searchworks.stanford.edu
[6] https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/779
[7] http://searchworks.stanford.edu/?f[format][]=Database
[8] https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/901#tabs--middle-1
[9] https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/901#tabs--middle-2
[10] https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/775
[11] https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/323
[12] http://searchworks.stanford.edu/view/8979593
[13] http://searchworks.stanford.edu/view/7517591
[14] http://searchworks.stanford.edu/?q=American Decades &qt=search_title&per_page=20

© 2008 The Board of Trustees of the Leland
Stanford Junior University. All rights reserved

- Contact

[15] http://searchworks.stanford.edu/view/7633938
[16] http://searchworks.stanford.edu/view/8348983
[17] http://searchworks.stanford.edu/view/6492597
[18] http://searchworks.stanford.edu/view/4544987
[19] http://searchworks.stanford.edu/view/4434052
[20] http://searchworks.stanford.edu/view/8978725
[21] http://searchworks.stanford.edu/view/7201904
[22] http://searchworks.stanford.edu/view/5799035
[23] http://searchworks.stanford.edu/view/7500364
[24] http://searchworks.stanford.edu/view/5701503
[25] http://searchworks.stanford.edu/view/4373079
[26] http://searchworks.stanford.edu/?q=Advertising &qt=search_subject&per_page=20&f[topic_facet][]=Advertising
[27] http://searchworks.stanford.edu/?q="Advertising Case studies."&search_field=subject_terms
[28] http://searchworks.stanford.edu/?f[language][]=English&q=advertising history&results_view=true&search_field=subject_terms&sort=pub_date_sort desc, title_sort asc
[29] http://searchworks.stanford.edu/?q="Advertising Psychological aspects."&search_field=subject_terms&sort=pub_date_sort desc, title_sort asc
[30] http://searchworks.stanford.edu/?q="Body language"&qt=search_subject&per_page=20
[31] http://searchworks.stanford.edu/?q=branding&qt=search_subject&per_page=20
[32] http://searchworks.stanford.edu/?q=Commerce "United States"&qt=search_subject&per_page=20
[33] http://searchworks.stanford.edu/?f[topic_facet][]=Consumer behavior&per_page=20&q=consumer&qt=search_subject
[34] http://searchworks.stanford.edu/?&f[topic_facet][]=Consumer behavior&f[topic_facet][]=Consumption (Economics)&per_page=20&q=consumer&qt=search_subject
[35] http://searchworks.stanford.edu/?q="Dialogue"&qt=search_subject&per_page=20
[36] http://searchworks.stanford.edu/?q="Discourse analysis."&qt=search_subject
[37] http://searchworks.stanford.edu/?q=english language and style&qt=search_subject&per_page=20&f[topic_facet][]=English language
[38] http://searchworks.stanford.edu/?q="Internet marketing."&qt=search_subject
[39] http://searchworks.stanford.edu/?&&per_page=20&q=marketing&qt=search_subject
[40] http://searchworks.stanford.edu/?q=Nonverbal communication&qt=search_subject&per_page=20
[41] http://searchworks.stanford.edu/?q=popular culture&qt=search_subject&per_page=20
[42] http://searchworks.stanford.edu/?q="Persuasion (Psychology)"&search_field=subject_terms&sort=pub_date_sort desc, title_sort asc
[43] http://searchworks.stanford.edu/?q=persuasive communication&qt=search_subject&per_page=20
[44] http://search.proquest.com/abiglobal?accountid=14026
[45] http://www.gsb.stanford.edu/jacksonlibrary/articles/databases/links/adspender.html
[46] http://ezproxy.stanford.edu:2048/login?url=http://search.ebscohost.com/login.aspx?authtype=ip,uid&profile=ehost&defaultdb=bth
[47] http://search.proquest.com/psycinfo?accountid=14026
[48] http://search.proquest.com/socabsshell?accountid=14026
[49] http://libguides.stanford.edu/pwr-advertising
[50] http://libguides.stanford.edu/marketing-research

© 2008 The Board of Trustees of the Leland Stanford Junior University. All rights reserved

- Contact