



# Guide to the McGraw-Hill Marketing Information Center Vertical File, 1948-1991

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## Summary

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**Collection Title:**

McGraw-Hill Marketing Information Center Vertical File, 1948-1991

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Creator:**

McGraw-Hill Marketing Information Center

**Abstract:**

The McGraw-Hill Marketing Information Center was established in 1948 as a sales service for customers of the McGraw-Hill Publications Company. This large vertical file, developed by the McGraw-Hill Marketing Information Center, spans the years 1948 through 1991 and contains published articles, books, research studies, speech transcripts, and other materials on the subjects of marketing, sales, advertising, and corporate operations.

**Extent:**

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About 72,900 Items

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Material in English

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**Preferred Citation**

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## Background

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### Scope and Content

This large vertical file, compiled and indexed by the McGraw-Hill Marketing Information Center (MIC), spans the years 1948 through 1991 and contains published articles, books, research studies, speech transcripts, and other materials on the subjects of marketing, sales, advertising, and corporate governance. Material was gathered from about 125 sources, chiefly regularly-published administration, advertising, and marketing periodicals.

### Scope and Content

All descriptions and references in this inventory were written by the MIC and have been retained. The original organization of the vertical file and numbering system of the index have also been retained. Major topics are arranged in increments of five. For example: ADV 0 (Advertising's Role, Function, and Influence); ADV 5 (Advertising Agencies); ADV 10 (Advertising Appropriations); ADV 15 (Attitudes Towards Advertising), and so on through ADV 55 (Advertising Volume). These increments of five are standard throughout all the major areas except Administration (ADM).

Primary subdivisions are created by placing a colon following the 0, 5, 10, 15, etc., and adding a number starting with 1 and up the line as high as required (e.g., ADV 5:1). Secondary subdivisions are created by placing a hyphen after the number following the colon and again adding numbers as high as needed (e.g., ADV 5:1-1). Further subdivisions are developed by inserting a decimal point and number (e.g., ADV 5:1-1.1). Additional decimal points and numbers are added to subdivide as far as necessary (e.g., ADV 5:1-1.1.1).

### Biographical/Historical

The McGraw-Hill Marketing Information Center was established in 1948 as a sales service for customers of the McGraw-Hill Publications Company. It was maintained through 1991.

A guide to the vertical file was developed by Ranulph F. Norman, Director of the Marketing Information Center, and published in 1985 under the title "Advertising/Marketing Library Index." The present finding aid represents an electronic version of that paper guide.

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## Administrative Information

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### Publication Statement

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### Use Restrictions

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### Acquisition Information

The McGraw-Hill Marketing Information Center Vertical File were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1999.

### Processing Information

Encoded by Angela McClendon

Completed June 2007

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- Selling -- History

- Speeches
- Marketing -- History
- Marketing research
- Management -- History
- Management -- Research
- Advertising -- Research
- Corporate governance
- Advertising -- History
- Vertical files
- John W. Hartman Center for Sales, Advertising & Marketing History
- Marketing Information Center (McGraw-Hill Publications Company)

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- MARKETING (see also alphabetized keywords followed by descriptor "marketing" ; for example: "Women, in marketing" ; "Information and Intelligence Systems, marketing" ; "Metrication in Marketing" ; "Minorities, in marketing," etc.)
- Markov Processes MKT 50:2-1.27

- Mass Media ADV 35:4 (\*)
- Mass Media, overseas IOP 10:2-7.5
- Matchbooks ADV 35:4-7
- Mathematical Models in the Media Planning/Selection Process ADV 50:5-3
- "Mechanized Selling" ADV 35:1-4
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- Media Directors, corporate MKT 40:1-2.1.5
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- Military-Theme Copy ADV 50:4-3.22
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- Mobility, executive ADM 0:2-8.21.13.1
- Modeling in Marketing MKT 40:4-5
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- Name Changing/Restyling/Relaunching, publications ADV 35:1-5
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- New Product Development and Introduction MKT 60 (\*)
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- Open House ADM 0:2-10.7.1
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- Opinion Leader Interviewing MKT 50:2-2.2
- Organization, corporate; Standards and Practices ADM 0:1 (\*)
- Organization, informal ADM 0:1-4
- Organization Men/Women ADM 0:2-7.13.2
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- Out-of-Home, media ADV 35:4-10
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- Overseas Operations, financial aspects IOP 5:3 (\*)
- **P**
- PARM (ARF) Study ADV 40:3-4.2.1
- PERKS ADM 0:2-8.4.4
- PERT ADM 0:2-7.4.2
- PIMS Project MKT 50:2-4.1.1
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- Page Size (total area) ADV 50:8-4
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- Paperwork Control ADM 0:2-7.4.1
- Part-Time Workers ADM 0:2-8.19
- Pareto's Principle ADM 0:2-7.15
- Pass-Along Reading ADV 40:3-7.3
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- People Switching, agency turnover ADV 5:10-11
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- PERSONNEL MANAGEMENT AND RELATIONS (see alphabetized keywords dealing with personnel topics; e.g. Job Enrichment; Suggestion Systems, etc.) ADM 0:2-8 (\*)
- Peter/Paul Principles ADM 0:2-7.19
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- Photographs vs. Artwork ADV 50:9-8
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- Plant Site Selection, overseas IOP 5:1-3
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- Political Copy ADV 50:4-3.25
- Pooled Marketing Concept MKT 5:2-8
- Position Descriptions ADM 0:2-8.15
- Position Values, in advertising ADV 50:7 (\*)
- Positioning Concept MKT 5:2-9
- Postcards ADV 35:4-12
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- Preference Study Research Techniques MKT 50:2-3.3
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- President Directory (Japan) IOP 0:7-4
- Presidents and CEOs ADM 0:2-2
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- Price Cutting MKT 55:3
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- Price Discrimination MKT 55:4
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- Price Waterhouse Guides to Agency Accounting Controls ADV 5:5-2.1
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- Pricing MKT 55 (\*)
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- Product Life Cycles MKT 60:2-2
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- Production Wizards ADM 0:2-7.13.3
- Productivity: federal, state, municipal ADM 0:2-4.12.2
- Productivity, in marketing MKT 30
- Productivity, N.E.C. ADM 0:2-4.12
- Products featured (number in ad) ADV 50:9-10
- Profit Planning ADM 0:2-6.6
- Profits
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- "Project X" ( "DAGMAR" ) ADV 40:1-1
- Projective Techniques MKT 50:2-1.31
- Promotion, distributor MKT 20:9-6
- Promotion, new product MKT 60:2-7
- Promotion, sales SAL 30 (\*)
- Promotional Criteria (Personnel) ADM 0:2-8.21.10
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- Prospecting, sales SAL 40:11
- Psychographics MKT 50:2-1.32
- Psychological Testing, sales SAL 35:1-1
- PUBLIC AFFAIRS/RELATIONS (see alphabetized keywords dealing with PR; for example: Name Changes, corporate; Annual Reports, etc.) ADM 0:2-10 (\*)
- Public Affairs/Relations, international IOP 10:2-12
- Pupil Dilation ADV 50:9-15
- Pulsing, in advertising ADV 50:2-3
- Purchasing Agents/Managers/Departments MKT 65:2 (\*)
- Purchasing Committees/Groups MKT 65:3
- Purchasing Patterns MKT 65 (\*)
- Purchasing Practices, industrial (how industry buys) MKT 65:1 (\*)
- **Q**
- Quality Circles ADM 0:2-4.12
- Quality Control, product MKT 35:5
- Questionnaire Construction MKT 50:2-3.3
- Queuing Theory MKT 50:2-1.33
- Quotas, sales SAL 10:5-4
- RAMPS ADM 0:2-7.4.2
- Radio, as an advertising medium ADV 35:4-2.1
- Rankings of Top Companies, Worldwide IOP 0:7 (\*)
- Rankings of U.S. Corporations
- Rate Discounting ADV 50:5-5.2
- Rate Trends (circulation) Association of National Advertisers (ANA) ADV 50:5-4.5
- Rates/Costs Predictions and Indexes, past, present and future ADV 50:5-5.3 (\*)
- Reach and Frequency ADV 50:5-4.11
- Readership ADV 40:3 (\*)
- Readership, direct mail ADV 35:3-10
- Readership Levels Throughout a Publication ADV 40:3-5
- Readership Study Research Techniques MKT 50:2-3.3
- Reading ADM 0:2-7.2.9
- Reading Environment ADV 40:3-7 (\*)
- Reading Habits ADV 40:3-6 (\*)
- Reading, salespersons SAL 5:6-7
- Recalls, product MKT 35:6
- Recession Economy, advertising in ADV 0:3-1
- Reciprocity MKT 65:4
- Recognition Research Techniques MKT 50:2-3.3
- Recruiting, Selection and Training: sales SAL 35 (\*)
- Recruitment Copy ADV 50:4-3.7
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- Recruitment (Personnel) ADM 0:2-8.16
- Recruitment, sales SAL 35 (\*)
- Recruitment, Training and Development; agency ADV 5:10-7
- Regional/Demographic Editions, in media selection ADV 50:5-5.9

- Regional Trade Groupings IOP 0:3 (\*)
- Regression Analysis MKT 50:2-1.34
- Relocation (Personnel) ADM 0:2-8.21.13.1
- Renegotiation MKT 70:2-1
- Renewals, circulation ADV 50:5-4.12
- Repeat Ad Study (IARI/CMC) ADV 50:2-4.1
- Repetition, in advertising ADV 50:2-4
- Representatives: overseas, selecting IOP 5:1-4
- Reports, annual and quarterly ADM 0:2-10.29
- Request Circulation ADV 50:5-4.13
- Research
- Research and Development
- Resident Salespeople SAL 10:4-4
- Resistances in Selling, overcoming SAL 40:10
- Response Rate Improvement MKT 50:2-3.1
- Resumes ADM 0:2-8.21.13.2
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- Retirement, sales SAL 35:1-4
- Re-Use of Ad Elements ADV 50:9-11
- Reverse Plates ADV 50:9-12
- Reverse Culture Shock IOP 10:3-3
- Right vs. Left Hand Pages ADV 50:7-6
- ROI (Return on Investment) ADM 0:2-6.1.3
- Rome Report of Business Publication Advertising ADV 55:1-6
- Rome Report of Expenditures in International Media ADV 55:2-5
- Ryan Study ADV 50:5-4.2.1
- **S**
- Sabbaticals ADM 0:2-8.4.4
- Safety, product MKT 35:5
- SALES (See also alphabetized keywords dealing with sales topics; e.g. Women in Selling; Quotas; Territories; etc.) SAL (\*)
- Salespeople, distributors' and manufacturers' agents MKT 20:9-9
- Sampling, in marketing research MKT 50:2-1.35
- Sampling, new product MKT 60:2-5
- Scaling MKT 50:2-1.36
- Scrambled-Marketing MKT 5:2-12
- Seasonal Advertising ADV 50:2-5 (\*)
- Seasonal Impact, direct mail ADV 35:3-12
- Seasonal Inquiry Response ADV 45:1-1
- Second Sales Forces SAL 10:4-1
- Secretaries ADM 0:2-7.20
- Secretaries, corporate ADM 0:2-3
- Security, exhibit MKT 25:4-5
- Security Values and Advertising ADV 0:2-2
- Segmentation, marketing MKT 50:2-4.2 (\*)
- Selective and Specialized Selling SAL 40:13

- Self-Development, salespersons SAL 5:6 (\*)
- Self-Regulation, advertising industry ADV 25:4
- Sellers' Market, advertising in ADV 0:3-2
- Selling Management on Industrial Advertising ADV 0:4-1
- Selling Management on the Value of Research/Information MKT 50:5
- Selling in Modern Marketing SAL 0
- Selling Techniques SAL 40 (\*)
- Seminars ADM 0:2-7.2.5
- Sensitivity Analysis, in research MKT 50:2-1.37
- Sensitivity Training ADM 0:2-8.21.11
- Sensorgraphics MKT 50:2-1.38
- Sequential Analysis MKT 50:2-1.39
- Service Selling SAL 40:15
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- Shape of Ad ADV 50:9-13
- Share of Market, measurement MKT 50:2-4.3
- Shareholder/Investor Relations ADM 0:2-10.18
- Shift Method MKT 50:2-1.40
- Shortage Economy, advertising in ADV 0:3-2.1
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- SIC Analysis, circulation ADV 50:5-4.14
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- Single Ad Effects ADV 50:2-2.1
- Single Advertiser Publications ADV 35:4-6.2.7
- Single Copy Sales ADV 50:5-4.10.1
- Site Selection Handbooks ADM 0:2-10.7.5
- Situational Theory ADM 0:2-7.21
- Size of Issue ADV 50:5-5.11
- Size of Sales Force, optimizing SAL 10:4-3
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- Skills Inventories ADM 0:2-8.21.12
- Slogans, corporate ADM 0:2-10.21
- Small Business
- Small Orders MKT 10:4
- Social and Ethical Responsibilities, corporate ADM 0:2-10.32
- Social/Ethical Concept in marketing MKT 5:2-10
- Sociobiology MKT 50:2-1.42
- Socio/Economic Influence of Advertising ADV 0:2
- Sources of Information of Consumer Purchasers MKT 65:7-1
- Sources of Information (Marketing); see writeup at beginning of **Marketing Series** MKT 50:7 (\*)
- Sources of Information of Purchasing Influences MKT 65:5
- Sources of Overseas Marketing Information IOP 10:3-2.1.1
- Span of Control ADM 0:1-5
- Speaking ADM 0:2-7.2.10

- Speaking, salespersons SAL 5:6-8
- Special Interest Copy ADV 50:4-3.28
- Special Issues, as an advertising medium ADV 50:5-5.12
- Special Issues Planned by McGraw-Hill Publications ADV 50:5-5.12.1
- Special Sections, copy ADV 50:4-3.12.1
- Specialists vs. Generalists ADM 0:2-7.13.4
- Specialty Advertising Media (calendars, combs, business gifts, etc.) ADV 35:4-14
- Specialty Magazines ADV 35:4-6.2
- Spectral/Cross-Spectral Analysis MKT 50:2-1.43
- Spouses ADM 0:2-7.22
- Spouses, sales SAL 5:6-9
- Spread vs. Bunched (publication format for advertising) ADV 50:7-7
- Spreads and Inserts ADV 50:8-3
- Staff-Line/Staff-Staff Relationships ADM 0:1-5
- Standardization (in international advertising) IOP 10:2-4.3
- Standardized Marketing IOP 10:1-4
- Standards/Disclosure Forms for Media Research ADV 50:5-5.10.6
- Starch-INRA Hooper/IAA World Advertising Expenditures IOP 10:2-10.1
- Starting a New Agency ADV 5:13
- Starting a New Magazine ADV 35:4-6.3
- Statistics, use of ADM 0:2-7.2.11
- Steps to a Sale: History ADV 35:1-4
- Stock Options/Purchase Plans ADM 0:2-8.4.5
- Strategic Planning ADM 0:2-9 (\*)
- Stress ADM 0:2-8.7
- Subliminal Advertising ADV 50:9-14
- Subscription Sales, circulation ADV 50:5-4.14.1
- Suggestion Systems ADM 0:2-8.18
- Summer Advertising ADV 50:2-5.1
- Summertime Selling SAL 40:16
- Supervisor's Job ADM 0:2-7.23
- Surplus Property Buying/Marketing MKT 70:3
- Survey(s) of Buying Power, S&MM MKT 50:2-4.1.2
- Survey(s) of Industrial and Commercial Buying Power, S&MM MKT 50:2-4.1.3
- Sworn Statements ADV 50:5-4.3.5
- Syndicated Audience Research (Simmons, TGI Commentary/Controversy/Merger) ADV 50:5-4.2.2
- Syracuse Study ADV 50:5-4.2.1
- Systems Concept MKT 5:2-11
- Systems Selling MKT 5:2-11 (\*)
- Systems Theory in Management ADM 0:2-7.24
- **T**
- T & E Expenses SAL 20:4-4
- T-Group Training ADM 0:2-8.21.11
- TV, as an advertising medium ADV 35:4-2.2

- TV Rating System ADV 35:4-2.2.1
- Tachistoscope Testing ADV 50:9-15
- Tariffs and Trade Policies: Imports IOP 0:4
- Taste in Advertising ADV 25 (\*)
- Taxing of Advertising Services ADV 25:6
- Taylor Instrument Study (of the business paper reading environment) ADV 40:3-7.1
- Teaching Machines ADM 0:2-8.21.9.1
- Technical Staff, agency ADV 5:10-10
- Technical Writing ADM 0:2-7.2.13.1
- Technological Forecasting MKT 50:2-1.44
- Technology Assessment/Transfer ADM 0:2-4.15.6
- Technology Transfer, international IOP 5:2-2.6
- Telemarketing SAL 40:17
- Telephone Interviewing/Surveys MKT 50:2-2.4
- Tele-Text/Terminal and Videoconferences ADM 0:2-7.2.5.3
- "Tell All," copy ADV 50:4-2.1
- Temporary Workers ADM 0:2-8.19
- Termination ADM 0:2-8.21.13.3
- Terms and Definitions, economic ADM 0:2-4.5.1
- Terms and Definitions, marketing MKT 0:6
- Terms and Definitions, marketing research MKT 50:1-2
- Terms and Definitions, media/advertising ADV 35:6
- Territories, sales SAL 10:5-5
- Terrorism, international IOP 10:3-3
- Testimonial Copy ADV 50:4-3.29
- Test Marketing MKT 60:2-6
- Testing and Research, direct mail ADV 35:3-13
- Testing: aptitude/psychological, sales SAL 35:1-1
- Testing, personnel ADM 0:2-8.20
- Testing, product MKT 35:5
- The New York Times, annual international economic review (discontinued) IOP 0:6-2
- Theories X, Y and Z ADM 0:2-7.26
- Thick vs. Thin Publications ADV 50:5-5.11
- Tide: reader action series ADV 40:2-3.1
- Time and Territory Management and Control, salespersons SAL 5:6-5
- Time Conservation ADM 0:2-7.4.3
- Time Series Analysis MKT 50:2-1.45
- Time Spent Reading ADV 40:3-7.6
- "Tomorrow's" Management ADM 0:2-7.27
- Top Management's Involvement in the Industrial Communications Process ADV 0:4-1
- Top Management's Role in Marketing MKT 40:1-1
- Top Markets, Advertising Age (discontinued) MKT 50:2-4.1.4
- Townsend Points ADV 50:4-3.30
- Trade Associations MKT 80

- Trade Associations, overseas IOP 10:5
- Trade Characters ADM 0:2-10.21
- Trade Fairs IOP 10:2-11.1
- Trade Missions IOP 10:2-11.2
- Trade Names ADM 0:2-10.21
- Trade Relations/Reciprocity MKT 65:4
- Trade Show Trends, audience statistics MKT 25:3
- Trade Zones IOP 0:5
- Trademarks ADM 0:2-10.21
- Trademarks in Copy ADV 50:4-3.31
- Trading Markets, by country and/or region IOP 10:4 (\*)
- Training and Development ADM 0:2-8.21 (\*)
- Transference (in international advertising) IOP 10:2-4.3
- Transit Advertising ADV 35:4-15
- Truth in Advertising ADV 25 (\*)
- Turnover, circulation ADV 50:5-4.15
- Turnover, sales staff SAL 15:5-6
- Turnover (why people leave jobs) ADM 0:2-8.21.13
- **U**
- U.S. Government as an Advertiser MKT 70:2-1.2
- U.S. Government Purchasing, Specifications and Sales Directories MKT 70:1-1
- U.S. Steel/Harnischfeger Studies ADV 40:2-5.2
- "Umbrella" Advertisements ADV 50:9-1
- Unionization, white collar ADM 0:2-8.22
- Unit Counts ADV 50:5-4.16
- Universe/Total Audience Measurement and Research Concepts/Management and Principles ADV 50:5-4.2
- Unusual Overseas Payments IOP 5:3-5
- **V**
- Validity/Verification/Reliability Procedures and Controls MKT 50:2-1.47
- VALS MKT 50:2-1.32
- Value Added Taxation (VAT) MKT 35:7
- Value Analysis MKT 65:6
- Van Diver Studies (on the impact of industrial advertising on sales) ADV 40:2-4.3
- Variance/Covariance Analysis MKT 50:2-1.46
- Angelo R. Venezian, ad volume forecasts and historical statistics ADV 55:1-2.2
- Venture Team Approach, to new product development MKT 60:1-2
- Verification/Validity/Reliability Procedures and Controls MKT 50:2-1.47
- Verified Audit Circulation (VAC) ADV 50:5-4.3.4
- Vertical Integration MKT 5:2-12
- Video-Based Training ADM 0:2-8.21.9.1
- Videoconferences ADM 0:2-7.2.5.3
- Videotex(t) Publishing ADV 35:1-6.3
- Visual and Instructional Aids ADM 0:2-7.2.12

- Visual Presentation of Advertising (the characteristics of well-read ads) ADV 50:9 (\*)
- Vocabulary Building, salespersons SAL 5:6-8
- Voice Pitch Analysis (VOPAN) MKT 50:2-1.48
- **W**
- Warranties, product MKT 35:5
- Wartime Economy, advertising in ADV 0:3-3
- Wave Scheduling, in advertising ADV 50:2-3
- Wearout ADV 50:2-4 (\*)
- L.D.H. Weld, ad volume statistics ADV 55:3-1
- Westinghouse Study ADV 40:2-4
- Wholesaling MKT 0:5
- Winter Advertising ADV 50:2-5.2
- Women
- Women's Magazines ADV 35:4-6.2.5
- Word-of-Mouth Advertising ADV 35:4-16
- Worker Participation on BODs ADM 0:2-1.8
- World Advertising Expenditures, Starch-INRA Hooper/IAA IOP 10:2-10.1
- World Business/Economic Forecasts and Reviews IOP 0:6 (\*)
- Writing ADM 0:2-7.2.13
- Writing, research report MKT 50:4
- Writing, salespersons SAL 5:6-7
- Writing, technical ADM 0:2-7.2.13.1
- **Y**
- Charles Yang, ad volume statistics ADV 55:3-1.1
- Yellow Pages ADV 35:4-17
- Youth Magazines ADV 35:4-6.2.6
- Youths, marketing to MKT 50:2-4.2.1.4
- **Z**
- Zero-Base Budgeting ADM 0:2-6.1.4
- Zero Defects ADM 0:2-4.12
- Zip Analysis and Research MKT 50:2-4.5

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## Collection Inventory

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### Administration Series (ADM)

**Physical Description:** 22 boxes

**Scope and Contents note**

Contains information on topics common to all areas of management.

Headings are loosely arranged, first by organizational practices and then by major function--starting at the top with boards of directors, presidents and CEOs, and continuing on down the line alphabetically: economics management,

executive management, financial management, general management, personnel management, planning management, public relations management, risk management, and so on. The strictly advertising/marketing/sales management activities are cataloged within the sections devoted specifically to those marketing areas.

**Processing Information:**

Note: "N.E.C." designates "Not Elsewhere Classified."

**ADM 0. Corporate Organization and Administration**

**ADM 0:1 Organization Standards and Practices, N.E.C. (criteria for organizational effectiveness)**

Box 1

**0:1-1 Organizational Charting**

Box 1

**0:1-2 Organizational Development ("OD" )**

Box 1

**0:1-3 Family Business Opportunities & Pitfalls (see also: ADM 0:2-4.16, Small Business, all subsections)**

Box 1

**0:1-4 Informal Organization**

Box 1

**0:1-5 Staff-Line/Staff-Staff Relationships**

**Scope and Contents note**

Includes information on span of control.

Box 1

**0:1-6 Decentralization/Divisionalization (see also: MKT 65:1, Industrial Purchasing Practices and Procedures for information on decentralized buying)**

Box 1

**ADM 0:2 Managerial/Functional Structure; Departments and Tasks**

**0:2-1 Boards of Directors: Challenges, Compensation**

**Scope and Contents note**

(Only when in combination with other BOD topics), Composition, Dimensions, Practices, Responsibilities, N.E.C.

0:2-1.1 Board Chairpersons	Box 1
0:2-1.2 Compensation of Directors (see also: ADM 0:2-1, Boards of Directors: Challenges, etc., for additional information; ADM 0:2-8.4, Compensation: Executive/Management and subsections)	Box 2
0:2-1.3 Ethnics and Women Board Members (see also: ADM 0:2-7.8, Ethnics/Minorities in Management; ADM 0:2-7.28, Women in Management)	Box 2
0:2-1.4 Legal Implications for Directors	Box 2
0:2-1.5 Outside Directors	Box 2
0:2-1.6 Presidents Vis-a-vis Boards of Directors	Box 2
0:2-1.7 Selecting Corporate Directors	Box 2
0:2-1.8 Worker Participation on BODs (see also: ADM 0:2-7.18, Participative Management)	Box 2

**0:2-2 Presidents and CEOs**

Box 2

**0:2-3 Corporate Secretaries**

Box 2

**[Advertising Management--see: MKT 40:1-2.1, Advertising Management, selected subsections; MKT 40:2-2, Advertising Departments]**

Box 2

**[Communications (External) Management--see: ADM 0:2-10, Public Affairs/Relations, selected subsections; see also: MKT 40, MARKETING/COMMUNICATIONS ADMINISTRATION, selected subsections.]**

Box 2

**[Communications (Internal) Management--see: ADM 0:2-10, Public Affairs/Relations, selected subsections; ADM 0:27.2, Communications Manager/Manager and Manager/Subordinate, Personal, Techniques - all subsections.]**

Box 2

**[Customer Service Management--see: MKT 5:2-3, Customer Service Concept]**

Box 2

**[Distribution Management--see: MKT 20.8, Traffic, Transportation and Distribution, Departments and Management, N.E.C. See also: MKT 20:7, Physical Distribution Management (Marketing Logistics)]**

Box 2

**0:2-4 Economics Management, N.E.C.**

The American Competitive Enterprise System, N.E.C.

**Scope and Contents note**

Includes information on: economic theory; consumer attitudes towards business in general; the money supply; taxation; writings of a broad nature pertaining to the capitalistic system. See also: MKT 35:3, Consumerism.

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0:2-4.1.1 Black Capitalism

Box 2

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0:2-4.2 Business/Corporate/Growth and Failure; Contributory Factors, N.E.C.

**Scope and Contents note**

See also: ADM 0:2-4.2.3, Mergers and Acquisitions as a Growth Factor; Mergers and Acquisitions, Planning Actions and Effects, N.E.C.; ADM 0:24.14, Rankings of U.S. Corporations, selected subsections

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0:2-4.2.1 Growth Records of U.S. Industries

Box 2

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0:2-4.2.2 Failure/Survival Patterns and Rates, N.E.C.

0:2-4.2.2.1 Failure/Survival Patterns and Rates, Dun & Bradstreet Analyses

Box 2

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0:2-4.2.3 Mergers and Acquisitions as a Growth Factor: Mergers and Acquisitions; Planning, Actions, Effects, N.E.C.

Box 3

**Scope and Contents note**

See also: ADM 0:2-4.10, Mergers, FTC and TCB Announcements and Statistical Reports; IOP 5:1-2, Joint Ventures Overseas; ADM 0:2-4.4, Concentration in Industry: Issues, Concepts, Convictions, Facts, selected subsections

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0:2-4.2.3.1 Effect of Mergers on Advertising Box 3

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0:2-4.2.3.2 Divestment/Divestiture Box 3

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0:2-4.2.3.3 Strategies and Tactics for Fighting a Takeover (making a company unattractive to a raider) Box 3

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0:2-4.3 Business History, N.E.C.

**Scope and Contents note**

Includes information on the "how-to" of writing company histories and the role of the corporate archivist.

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0:2-4.3.1 "A History of American Business" ( Fortune series, 1961-1962) Box 3

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0:2-4.3.2 "The Business History" ( Atlanta Economic Review, 1960-1961) Box 3

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0:2-4.4 Concentration in Industry: Concepts, Convictions, Issues, Facts, N.E.C.

**Scope and Contents note**

See also: ADM 0:2-4.11, Migration of Industry: The Geography of Manufacturing, selected subsections; ADM 0:2-4.2.3, Mergers and Acquisitions as a Growth Factor, N.E.C., for additional information on superconcentration

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0:2-4.4.1 The Advertising/Concentration Debate Box 3

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0:2-4.4.2 Concentration: Senate Subcommittee Hearings Box 3

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0:2-4.4.3 Concentration: Outside the U.S. Box 3

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0:2-4.5 Economic and Business Forecasting, N.E.C. Box 4

**Scope and Contents note**

Includes commentary on, and methods and techniques of, general business forecasting, e.g. econometric models. See also: MKT 50:2, Techniques of Marketing Research, all subsections; MKT 50:2-4, Market Analysis and Sales Forecasting, N.E.C. and selected subsections; ADM 0:2-9, Planning, Corporate, and subsections, for information on the long-range planning process

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0:2-4.5.1 Dictionaries of Economic Terms Box 4

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0:2-4.6 Business Cycles: Analyses, Causes, Suggested Cures Box 4

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0:2-4.7 Economic Forecasts  
**Scope and Contents note**

See also: ADM 0:24.7.3, Economic Indicators, Selected; what they are and how they work

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0:2-4.7.1 Long-range Forecasts, N.E.C.  
0:2-4.7.1.1 McGraw-Hill Department of Economics series: "The American Economy: Prospects for Growth to..." (discontinued) Box 4

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0:2-4.7.2 Short-range Forecasts, N.E.C.  
0:2-4.7.2.1 McGraw-Hill Department of Economics series: "The Business Outlook" Box 4

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0:2-4.7.3 Economic Indicators: Selected Box 4

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0:2-4.8 Capital Expenditure Forecasts

0:2-4.8.1 McGraw-Hill Department of Economics: Annual Surveys; Business' Plans for New Plants and Equipment  
0:2-4.8.1.1 McGraw-Hill Department of Economics: Special Checkups on Capital Spending Plans Box 4

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0:2-4.8.1.2 McGraw-Hill Department of Economics: "How Modern is American Industry" (discontinued) Box 4

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McGraw-Hill Department of Economics:  
Annual Survey of Overseas Operations of U.S.  
Industrial Companies

**Scope and Contents note**

See IOP 0:2-2

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unspecified

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unspecified

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0:2-4.8.2 Capital Expenditure Forecasts  
compiled by sources other than  
the McGraw-Hill Department of  
Economics; and/or commentary on capital  
expenditures/evaluations, etc.

Box 4

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0:2-4.9 Inflation/Deflation: Causes,  
Consequences, Suggested Ways to Combat

Box 4

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0:2-4.10 Mergers and Acquisitions:  
FTC and TCB (The Conference Board)  
Announcements and Statistical Reports

Box 4

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**Scope and Contents note**

See also: ADM 0:2-4.2.3, Mergers and Acquisitions as a Growth  
Factor; Mergers and Acquisitions; Planning, Actions, Effects, N.E.C.  
and subsections

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0:2-4.11 Migration of Industry: The  
Geography of Manufacturing, N.E.C.  
**Scope and Contents note**

See also: ADM 0:2-10.7.2, Plant Location

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0:2-4.11.1 The Conference Board studies  
on Changing Location of Manufacturing  
Employment

Box 4

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0:2-4.11.2 McGraw-Hill Department of  
Economics: "The Migration of Industry"  
series (discontinued)

Box 4

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0:2-4.12 Productivity, N.E.C.

Box 5

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**Scope and Contents note**

Includes information on quality circles; zero defects; see also: MKT  
30, PRODUCTIVITY IN MARKETING)

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0:2-4.12.1 The Shorter Work Week (the 4-  
day week)

0:2-4.12.1.1 Flexible Hours, Flextime (alternative work schedules)	Box 5
0:2-4.12.2 Governmental (Federal, State, Municipal) Productivity	Box 5
0:2-4.13 Profits: Their Place in the Economy, N.E.C.	
0:2-4.13.1 Business Week's surveys of corporate performance - the Corporate Scoreboard	Box 5
0:2-4.13.2 McGraw-Hill Department of Economics: Annual Survey of Corporate Profit Trends (discontinued)	Box 5
0:2-4.13.3 Dun & Bradstreet, Inc.: Cost of Doing Business ... (Key Business Ratios; annual)	Box 5
0:2-4.14 Rankings of U.S. Corporations	
0:2-4.14.1 Black Enterprise: The Top 100 Black Businesses (annual)	Box 5
0:2-4.14.2 Financial World: America's Top Growth Companies (annual)	Box 5
0:2-4.14.3 Forbes: Annual Report on American Industry	
0:2-4.14.3.1 Forbes: The Forbes 500s The Dimensions of American Business)	Box 5
0:2-4.14.4 Fortune: The Fortune Directory of the 500 Largest U.S. Corporations (annual)	Box 6
0:2-4.14.4.1 The Fortune Directory of the Second 500 Largest Industrial Corporations has been suspended as of June, 1983. Decision as to make the suspension permanent has not been reached.	Box 6
0:2-4.14.4.2 Fortune: the Fortune Directory of the 50 Top Non-Industrial Companies; annual (series discontinued in 1983; see next entry)	Box 6

0:2-4.14.4.3 The Fortune Service 500 Box 6

**Scope and Contents note**

Expanded ranking of the 50 Top Non-Industrial Corporations. Comprises three 100-company rankings of the largest diversified financial, diversified service, and commercial banking companies, and four 50-company rankings of the largest life insurance, retailing, transportation, and utility companies.

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[The Fortune Directory of the Largest Industrials Outside the U.S.--see: IOP 0:7-3, Fortune; Largest Industrials Outside the U.S.]

Box 6

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0:2-4.14.5 Inc. 100

Box 6

**Scope and Contents note**

Annual ranking of the fastest-growing publicly held smaller corporations in the U.S.

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0:2-4.14.6 Ward's Directory of Largest U.S. Corporations

0:2-4.14.6.1 Ward's Directory of Leading Private Companies

Box 6

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0:2-4.14.7 Other Rankings, N.E.C.

Box 6

**Scope and Contents note**

For example, The EISC, Economic Information Systems, Inc., Directories of Top U.S. Companies including private companies - Dun's Review [now, Dun's Business Month] The Dividend Achievers, Fortune's Directory of the 50 Largest Private Industrial Companies, Inc. 500

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0:2-4.15 Research and Development

**Scope and Contents note**

See also: MKT 60, PRODUCT DEVELOPMENT AND INTRODUCTION, selected subsections

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0:2-4.15.1 Expenditure Forecasts and Reviews, N.E.C.

0:2-4.15.1.1 Battelle Memorial Institute Columbus Division series: "Probable

Levels of R&D Expenditures in (year):  
Forecast and Analysis" Box 6

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0:2-4.15.1.2 McGraw-Hill Department of  
Economics: "Business' Plans for Research  
and Development Expenditures" (annual) Box 6

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0:2-4.15.1.3 McGraw-Hill Department of  
Economics: "Annual Survey of Pollution  
Control Expenditures" Box 6

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0:2-4.15.1.4 McGraw-Hill Department  
of Economics: Survey of Technological  
Breakthroughs and Widespread  
Application of Significant Technical  
Developments (discontinued) Box 6

**Scope and Contents note**

See also: MKT 50:2-1.44, Technological Forecasting; IOP  
5:2-2.6, Technology Transfer, International

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0:2-4.15.1.5 National Science  
Foundation, National Patterns of R&D  
Resources; Funds and Manpower in the  
U.S. and Surveys of Science Resources Box 6

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0:2-4.15.2 Research and Development  
Philosophies, N.E.C. Box 6

**Scope and Contents note**

Commentary on such topics as: R&D's contribution to the  
economy; priorities of R&D efforts, etc.

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0:2-4.15.3 R&D Organization and  
Management, N.E.C.  
0:2-4.15.3.1 R&D Staff, N.E.C. Box 6

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0:2-4.15.4 Budgeting, Funding, Financial  
Control, and Resource Allocation of R&D Box 6

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0:2-4.15.5 Corporate/Marketing - R&D  
Interface Box 6

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0:2-4.15.6 Technology Assessment/  
Transfer Box 6

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**Scope and Contents note**

See also: IOP 5:2-2.6, Technology Transfer, International

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0:2-4.16 Small Business	Box 7
0:2-4.16.1 Small Business; Its Role and Problems, N.E.C.	Box 7
0:2-4.16.2 Starting and Managing a Small Business	Box 7
0:2-4.16.3 Reports of the Select Committee on Small Business of the U.S. Senate	Box 7
0:2-4.16.4 The Small Business Administration: What it is; What it does	
0:2-4.16.4.1 SBA Publications, N.E.C.	Box 7

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**Scope and Contents note**

For example, Management Aids for Small Manufacturers; Small Marketer Aids; Technical Aids for Small Manufacturers; Small Business Bulletins; Management Research Summaries

**0:2-5 Executive Management; N.E.C. (functions in combination; general treatises on executive characteristics)**

**Scope and Contents note**

See also: ADM 0:2-7, General Management, N.E.C.; selected subsections for ethnics and women as executives and in general management

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0:2-5.1 Executive Isolation	Box 7
0:2-5.2 Executive Motivation	Box 7

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**Scope and Contents note**

See also: MKT 50:2-1.2, Behavioral Analysis/Science; Attitude/Motivational Research, N.E.C.

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[Executive Status Symbols--see: ADM 0:2-8.4.4, Compensation, Management, Perquisites (Perks)]	Box 7
0:2-5.3 U.S. Vis-a-vis Overseas Executives	Box 7

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[External Affairs Management--see:  
ADM 0:2-10, Public Affairs/Relations, all  
subsections]

Box 7

## **0:2-6 Financial Management**

### **Scope and Contents note**

See also: MKT 40:1-4, Financial/Credit Management

0:2-6.1 Budgeting and Capital Management,  
N.E.C.

### **Scope and Contents note**

Includes information on managing the budget function

0:2-6.1.1 Capital Budgeting

Box 7

### **Scope and Contents note**

Includes information on capital investment analysis and control,  
the cost of capital, etc.

0:2-6.1.2 Contingency Planning

Box 7

0:2-6.1.3 ROI (Return on Investment)

Box 7

0:2-6.1.4 Zero-Base Budgeting

Box 7

0:2-6.2 Business Finance, N.E.C.

Box 7

### **Scope and Contents note**

Includes information on financial planning; see also: IOP 5:3,  
Financial Aspects of Overseas Operations, selected subsections.

0:2-6.3 Cost Control and Reduction in  
Business (as a profit improvement factor)

Box 7

0:2-6.4 Financial Manuals

Box 7

0:2-6.5 Financial Models and Modeling

Box 7

0:2-6.6 Profit Planning

Box 7

### **Scope and Contents note**

See also: ADM 0:2-4, Economics Management, miscellaneous  
subsections for information on the Profit System.

## **0:2-7 General Management, N.E.C.**

**Scope and Contents note**

The nature, philosophies, principles, science and concepts of administration; includes information on management power; see also: all ADM Subject Headings - and cross-references - for principles/ techniques peculiar to specific functions, e.g. Economics Management, Financial Management, Personnel Relations, Public Relations, etc. Additionally, see all **Sales Series (SAL)** headings for the application of general management techniques in the selling process.

Box 8

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0:2-7.1 Accountability (Results-Oriented Concept)	Box 8
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[CPM--see: ADM 0:2-7.4.2, Planning Methods, PERT, CPM, RAMPS, etc.]	Box 8
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[Cognitive Dissonance--see: ADM 0:2-7.6, Decision-Making]	Box 8
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0:2-7.2 Communications (Manager/Manager and Manager/Subordinate, Personal) Techniques, N.E.C.

**Scope and Contents note**

See also: ADM 0:2-10, Public Affairs/Relations, all subsections, for information on organizational-corporate communications; SAL 5:6, Sales, Self-Development, all subsections)

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0:2-7.2.1 Brainstorming	Box 8
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0:2-7.2.2 Business Calls	Box 8
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0:2-7.2.3 Committees	Box 8
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0:2-7.2.4 Computer Literacy	Box 8
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0:2-7.2.5 Conferences, Conventions, Seminars and Meetings, N.E.C.	Box 9
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**Scope and Contents note**

See also: ADM 0:2-10.24, Meetings, Annual; ADM 0:2-10.25, Meetings, Employee; and SAL 25, SALES MEETINGS, and subsections

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0:2-7.2.5.1 Directories of Meeting Sites	Box 9
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0:2-7.2.5.2 Problem-Solving Conferences Box 9

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0:2-7.2.5.3 Tele-Text/Terminal and  
Videoconferences Box 9

**Scope and Contents note**

See also: ADM 0:2-7.2.12, Visual and Instructional Aids

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0:2-7.2.6 Information Systems and  
Retrieval Box 9

**Physical Description:** Files 26-25

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0:2-7.2.6 Information Systems and  
Retrieval Box 10

**Physical Description:** Files 24-1

**Scope and Contents note**

See also: MKT 40:5, Marketing Intelligence and Information Systems, all subsections; MKT 50:7-1, Techniques of Information Gathering; SAL 10:5-2, Call Reports/Reporting, for information on sales force feedback

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0:2-7.2.7 Language Usage Box 11

**Scope and Contents note**

See also: SAL 5:6-8, Sales, Speaking, Listening and Vocabulary Building

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0:2-7.2.8 Listening  
**Scope and Contents note**

See also: SAL 5:6-8, Sales, Speaking, Listening and Vocabulary Building

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0:2-7.2.8.1 Listening, Speaking, Writing  
(in combination) Box 11

**Scope and Contents note**

See also: SAL 5:6-8, Sales, Speaking, Listening and Vocabulary Building

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[Meetings--see: ADM 0:2-7.2.5,  
Conferences, Seminars and Meetings,  
N.E.C. and subsections; see also: ADM  
0:210.24, Meetings, Annual; ADM

0:2-10.25, Meetings, Employee; SAL 25, SALES MEETINGS, and subsections]	Box 11
<hr/>	
0:2-7.2.9 Reading	Box 11
<hr/>	
<b>Scope and Contents note</b>	
See also: ADV 40:3, Readership, all subsections	
<hr/>	
0:2-7.2.10 Speaking	Box 11
<hr/>	
<b>Scope and Contents note</b>	
See also: SAL 5:6-8, Sales, Speaking, Listening and Vocabulary Building	
<hr/>	
0:2-7.2.11 Statistics, Use of	Box 11
<hr/>	
[Telephone--see: SAL 40:17, Telemarketing and references included there]	Box 11
<hr/>	
0:2-7.2.12 Visual and Instructional Aids	Box 11
<hr/>	
<b>Scope and Contents note</b>	
See also: ADM 0:2-7.2.5.3, Tele-Text/Terminal and Videoconferences; ADM 0:2-8.21.9, Learning Process/Memory/Forgetting; ADM 0:2-8.21.9.1, Programmed Instruction and Teaching Machines	
<hr/>	
0:2-7.2.13 Writing	
<b>Scope and Contents note</b>	
See also: ADV 50:4-5, Copywriting; MKT 50:4, Research Report Writing; SAL 5:6-7, Sales, Reading and Writing	
<hr/>	
0:2-7.2.13.1 Technical Writing	Box 11
<hr/>	
0:2-7.3 Consultants	Box 12
<hr/>	
<b>Scope and Contents note</b>	
See also: MKT 40:1-6, Marketing Consultants	
<hr/>	
0:2-7.4 Control Techniques, N.E.C.	
0:2-7.4.1 Paperwork Control	Box 12
<hr/>	
0:2-7.4.2 Planning Methods (PERT, CPM, RAMPS, etc.)	Box 12

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0:2-7.4.3 Time Conservation	Box 12
<b>Scope and Contents note</b>	
See also: SAL 5:6-5, Sales, Management and Control of Time	
<hr/>	
0:2-7.5 Creative Techniques and Creativity	Box 12
<b>Scope and Contents note</b>	
See also: ADV 5:10-3, Creative Staff, N.E.C.; MKT 60:1-1, Product Innovation, Development, Planning and Management, N.E.C.	
<hr/>	
0:2-7.6 Decision-Making	Box 12
<b>Scope and Contents note</b>	
See also: MKT 40:4, Decision-Making in Marketing, all subsections; ADM 0:2-7.24, Systems Theory in Management	
<hr/>	
0:2-7.7 Delegation	Box 12
<hr/>	
[Ethics: Social and Moral Responsibilities-- see: ADM 0:2-10.32, Social and Ethical Responsibilities, Corporate, and all other references listed there]	Box 12
<hr/>	
0:2-7.8 Ethnics/Minorities in Management	Box 12
<b>Scope and Contents note</b>	
See also: MKT 40:3-1.1, Ethnics/Minorities in Marketing; MKT 40:3-2.1, Ethnics/Minorities in Communications; SAL 5:3, Ethnics/Minorities in Selling	
<hr/>	
0:2-7.9 Free-Form Concept	Box 13
<hr/>	
0:2-7.10 Group Management Concept	Box 13
<hr/>	
0:2-7.11 Human Values in Management: Human Relations; Manager/Manager Relations - Manager/Subordinate Relations	Box 13
<b>Scope and Contents note</b>	
See also: ADM 0:2-8, Personnel Management and Relations, all subsections	
<hr/>	
0:2-7.12 Management by Objectives (MBO)	Box 13
<hr/>	
0:2-7.13 Management "Types," N.E.C.	

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0:2-7.13.1 "Innovators"	Box 13
0:2-7.13.2 "Organization" Men/Women	Box 13
0:2-7.13.3 "Production Wizards"	Box 13
0:2-7.13.4 Specialists vs. Generalists	Box 13
0:2-7.13.5 Technical Management	Box 13
0:2-7.14 Matrix Management	Box 13

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**Scope and Contents note**

(Matrices find application in many management and marketing techniques; for example, in marketing planning, in executive development, in cost determination, in conglomerate enterprises, in organizational designs, in corporate long-range planning. For that reason, each subject heading relative to a specific topic must be searched for explicit "matrix" material. For library reference purposes it is suggested that this heading be used to "house" duplicates of articles, etc., covering these special uses of matrices.)

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0:2-7.15 Murphy's Laws, Pareto's Principle and Other Similar Dicta	Box 13
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**Scope and Contents note**

See also: ADM 0:2-7.19, Peter/Paul Principles

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[OD (Organizational Development)--see: ADM 0:1-2, Organizational Development - "OD" ]	Box 13
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0:2-7.16 Operational Research	Box 13
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0:2-7.17 Overseas Management Concepts and Styles	Box 13
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**Scope and Contents note**

See also: IOP 5:6, International - Comparative - Management: Role, Problems and Techniques of the International Manager, N.E.C., and all subsections

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[Paperwork Control--see: ADM 0:2-7.4.1, Paperwork Control]	Box 13
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0:2-7.18 Participative Management	Box 13
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**Scope and Contents note**

See also: ADM 0:2-1.8, Worker Participation on BODs

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[PERT--see: ADM 0:2-7.4.2, Planning Methods - PERT, CPM, RAMPS, etc.] Box 13

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0:2-7.19 Peter/Paul Principles Box 13

**Scope and Contents note**

See also: ADM 0:2-7.15, Murphy's Laws, Pareto's Principle and Other Similar Dicta

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[Planning Methods--see: ADM 0:2-7.4.2, Planning Methods - PERT, CPM, RAMPS, etc.] Box 13

---

[RAMPS--see: ADM 0:2-7.4.2, Planning Methods - PERT, CPM, RAMPS, etc.] Box 13

---

[Results-Oriented Management--see: ADM 0:2-7.1, Accountability] Box 13

---

0:2-7.20 Secretaries Box 13

**Scope and Contents note**

See also: ADM 0:2-3, Corporate Secretaries

---

0:2-7.21 Situational Theory Box 13

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[Specialists vs. Generalists--see: ADM 0:2-7.13.4, Specialists vs. Generalists] Box 13

---

0:2-7.22 Spouses Box 13

---

0:2-7.23 Supervisor's Job Box 13

---

0:2-7.24 Systems Theory in Management Box 14

**Scope and Contents note**

See also: ADM 0:2-7.6, Decision-Making

---

0:2-7.25 Task Force Management Box 14

---

[Technical Management--see: ADM 0:2-7.13.5, Technical Management] Box 14

---

0:2-7.26 Theories X, Y and Z Box 14

**Scope and Contents note**

See also: ADM 0:2-7.18, Participative Management

---

[Time Conservation--see: ADM 0:2-7.4.3, Time Conservation; SAL 5:6-5, Sales, Management and Control of Time] Box 14

---

0:2-7.27 "Tomorrow's" Management Box 14

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0:2-7.28 Women in Management Box 14

**Scope and Contents note**

See also: MKT 40:3-1.2, Women in Marketing; MKT 40:3-2.2, Women in Communications; SAL 5:4, Women in Selling

**[Marketing Management: all aspects except Sales--see: MKT 40, MARKETING/COMMUNICATIONS ADMINISTRATION, all subsections; for Sales Management, see SAL 10, SALES MANAGEMENT, all subsections]**

Box 14

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**0:2-8 Personnel Management and Relations**

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0:2-8.1 Personnel Management/Department Structure/Staffing, N.E.C. Box 14

---

0:2-8.2 Affirmative Action/EEO/Discrimination Box 14

---

0:2-8.3 Attitude Surveys Box 14

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[Career Pathing--see: ADM 0:2-8.21.6, Career Advancement, Pathing and Planning] Box 14

---

0:2-8.4 Compensation: Executive/Management; Salary Administration Concepts, Planning, Principles, Programs and Commentary, N.E.C. Box 14

**Processing Information:**

Note: Materials in ADM 0:2-8.4 continue in Box 15.

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0:2-8.4 Compensation: Executive/Management; Salary Administration

Concepts, Planning, Principles, Programs  
and Commentary, N.E.C.

Box 15

**Processing Information:**

Note: Materials in ADM 0:2-8.4 begin in Box 14.

**Scope and Contents note**

See also: ADV 5:10-9, Advertising Agencies, Salaries; MKT 40:1-8,  
Marketing Communications Functions, Compensation; SAL 20:1,  
Compensation, Sales Executives and Managers; SAL 20:3 and 20:3-1,  
Compensation, Salespersons

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0:2-8.4.1 Compensation: Selected,  
~~Regularly-Published studies~~

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0:2-8.4.1.1 AMS (Administrative  
Management Society): Guide to  
Management Compensation (annual)

Box 15

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0:2-8.4.1.2 Administrative Management  
(now, Office Administration and  
Automation): Administrative Managers'  
Compensation (biennial)

Box 15

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0:2-8.4.1.3 Business Week: Annual  
Survey of Executive Compensation

Box 15

---

0:2-8.4.1.4 The Conference Board: Top  
Executive Compensation (biennial)

Box 15

---

0:2-8.4.1.5 The Dartnell Corporation:  
Executive Compensation (biennial)

Box 15

---

0:2-8.4.1.6 Financial Executive:  
Executive Compensation During ... (year)  
(biennial)

Box 15

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0:2-8.4.1.7 Forbes: Who Gets the Most  
Pay (annual)

Box 15

---

0:2-8.4.1.8 Inc.: The Inc. Annual  
Compensation Survey

Box 15

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0:2-8.4.1.9 The Wharton Annual: The Hay  
Report on Executive Compensation

Box 15

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0:2-8.4.2 "Cafeteria" (flexible approach to compensation)	Box 15
0:2-8.4.3 Deferred Compensation	Box 15
0:2-8.4.4 Perquisites (PERKS); includes information on sabbaticals.	Box 15
0:2-8.4.5 Stock Options/Purchase Plans; includes information on performance shares	Box 15
0:2-8.5 Fringe Benefits	Box 15
0:2-8.6 Group Travel Restrictions	Box 15
0:2-8.7 Health: Alcoholism, Drugs, Stress, Burn-Out, etc.; includes information on company medical departments	Box 15
0:2-8.8 Human Resource Management/ Manpower Planning	Box 15
0:2-8.9 Interviewing	Box 15
<b>Scope and Contents note</b>	
See also: ADM 0:2-8.21.13.3, Termination; SAL 35:1-2, Sales, Interviewing	
[Job Descriptions--see: ADM 0:2-8.15, Position Descriptions/Job Posting, and reference there]	Box 15
0:2-8.10 Job Enrichment	Box 15
0:2-8.11 Lie Detectors in Employment	Box 15
[Medical Departments--see: ADM 0:2-8.7, Health]	Box 15
0:2-8.12 Motivating Employees	Box 15
<b>Scope and Contents note</b>	
See also: SAL 15:5, Sales, Motivating the Staff	
0:2-8.13 Pensions: Funding and Plans	Box 16

---

0:2-8.14 Performance Appraisal Box 16

**Scope and Contents note**

See also: SAL 10:5-3, Measuring Sales Performance

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0:2-8.15 Position Descriptions/Job Posting Box 16

**Scope and Contents note**

See also: SAL 35:1-3, Sales, Job Descriptions

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0:2-8.16 Recruitment; includes information on managerial/executive selection and "headhunting" Box 16

**Scope and Contents note**

See also: SAL 35, SALES RECRUITING, SELECTION AND TRAINING, particularly SAL 35:1, Sales, Recruiting/Selection

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0:2-8.17 Retirement Box 16

**Scope and Contents note**

See also: SAL 35:1-4, Sales, Retirement

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0:2-8.18 Suggestion Systems Box 16

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0:2-8.19 Temporary and Part-Time Workers Box 16

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0:2-8.20 Testing Box 16

**Scope and Contents note**

See also: SAL 35:1-1, Sales Aptitude/Psychological Testing

---

0:2-8.21 Training and Development, N.E.C.

**Scope and Contents note**

See also: SAL 35:2, Sales Training and Development, and subsections

---

0:2-8.21.1 Corporate Case Histories Box 16

---

0:2-8.21.2 Action Learning/Training Techniques Box 16

**Scope and Contents note**

See also: ADM 0:2-8.21.9, Learning Process/Memory/Forgetting

0:2-8.21.3 AMA (American Management Associations) Development Guides Box 16

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0:2-8.21.4 Assessment Centers Box 16

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0:2-8.21.5 Business Education, Undergraduate and Graduate; includes information on student attitudes towards business Box 16

**Processing Information:**

Note: Materials in ADM 0:2-8.21.5 continue in Box 17.

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0:2-8.21.5 Business Education, Undergraduate and Graduate; includes information on student attitudes towards business Box 17

**Processing Information:**

Note: Materials in ADM 0:2-8.21.5 begin in Box 16.

**Scope and Contents note**

See also: MKT 40:3, Marketing/Communications Careers, Education, Recruitment, Training and Development, all subsections

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0:2-8.21.5.1 International Business Education Box 17

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0:2-8.21.6 Career Advancement; pathing, mentoring Box 17

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0:2-8.21.7 International Training Box 17

**Scope and Contents note**

See also: Business Education, International Business Education and other ADM and IOP management subsections

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0:2-8.21.8 Job Rotation Box 17

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0:2-8.21.9 Learning Process/Memory/Forgetting

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**Scope and Contents note**

See also: ADV 50:2-1.1, Memory for Advertising; ADM 0:27.2.12, Visual and Instructional Aids

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0:2-8.21.9.1 Programmed Instruction and Teaching Machines, includes video-based training

Box 17

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0:2-8.21.10 Promotional Criteria

Box 17

**Scope and Contents note**

See also: ADM 0:2-8.14, Performance Appraisal

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0:2-8.21.11 Sensitivity (T-Group) Training

Box 17

---

0:2-8.21.12 Skills Inventories

Box 17

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0:2-8.21.13 Turnover, N.E.C., general information on why people leave jobs

**Scope and Contents note**

See also: ADV 50:5-4.15, Circulation: Turnover; SAL 15:5-6, Sales, Staff Turnover

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0:2-8.21.13.1 Relocation; includes information on executive mobility

Box 17

---

0:2-8.21.13.2 Resumes

Box 18

---

0:2-8.21.13.3 Termination

Box 18

---

0:2-8.22 Unionization, White Collar

Box 18

---

**0:2-9 Planning, Corporate: The Concept, Principles, Organization and Implementation of and for Strategic Planning, N.E.C.**

**Scope and Contents note**

See also: ADM 0:2-4.5, Economic and Business Forecasting; MKT 50:2-1.37, Technological Forecasting; MKT 50:2-4, Market Analysis and Sales Forecasting, N.E.C., and subsections

---

0:2-9.1 Planning in Times of Unpredictability

Box 18

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**Scope and Contents note**

See also: ADV 0:3, Advertising in an Abnormal Economy, all subsections; MKT 45, MARKETING IN AN ABNORMAL ECONOMY

---

0:2-9.2 Strategic Planning for the Smaller Firm

Box 18

**[Promotion Management--see: MKT 40:1-7, Sales Promotion Management]**

Box 18

**0:2-10 Public Affairs/Relations**

Box 19

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0:2-10.1 Public Relations, N.E.C.

Box 19

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0:2-10.2 Public Relations...As a Marketing Tool

Box 19

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0:2-10.3 Advertising as a Public Relations Tool

Box 19

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0:2-10.4 Anniversaries, Corporate

Box 19

**Scope and Contents note**

See also:ADM 0:2-10.7.1, Open House and Plant Tours

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[Annual Meetings--see: Meetings, Annual

Box 19

---

[Annual Reports--see: Reports, Annual]

Box 19

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["Brandstanding" --see: ADM 0:2-10.22.1, "Brandstanding" ]

Box 19

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0:2-10.5 Budgeting for Public Relations

Box 19

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[Communications Audits--see: ADM 0:2-10.11, Evaluating/Measuring the Effectiveness of PR Programs]

Box 19

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0:2-10.6 Communications, Organizational/Corporate, N.E.C.

**Scope and Contents note**

Includes information on "internal" communications. See also: ADM 0:2-7.2, Communications (Manager/Manager and Manager/Subordinate, Personal) Techniques, N.E.C. and all subsections

0:2-10.6.1 Fortune series: Crosscurrents in Corporate Communications	Box 19
<hr/>	
0:2-10.7 Community Relations (Development/Promotion), N.E.C.	
<b>Scope and Contents note</b>	
See also: ADM 0:2-10.4, Anniversaries; ADM 0:2-10.32, Social and Ethical Responsibilities, Corporate	
<hr/>	
0:2-10.7.1 Open House and Plant Tours	Box 19
<hr/>	
0:2-10.7.2 Plant Location	Box 19
<b>Processing Information:</b>	
Note: Materials in ADM 0:2-10.7.2 continue in Box 20.	
<hr/>	
0:2-10.7.2 Plant Location	Box 20
<b>Processing Information:</b>	
Note: Materials in ADM 0:2-10.7.2 begin in Box 19.	
<b>Scope and Contents note</b>	
Includes information on: attracting industry; factors in corporate location decisions; plant site selection. This file should always be used with ADM 0:2-4.11, Migration of Industry: The Geography of Manufacturing, all subsections	
<hr/>	
0:2-10.7.3 Inc.'s Report Card on the States; annual studies on small business climates	Box 20
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0:2-10.7.4 Industrial Parks	Box 20
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0:2-10.7.5 Site Selection Handbooks	Box 20
<hr/>	
[Company Histories--see: ADM 0:2-4.3, Business History, N.E.C.]	Box 20
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0:2-10.8 Consumer Affairs Departments	Box 20
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0:2-10.9 Copyrights	Box 20
<hr/>	
0:2-10.10 Crisis Communications	Box 20

0:2-10.11 Evaluating/Measuring  
the Effectiveness of PR Programs  
(Communications Audits) Box 20

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0:2-10.12 Films: Business, PR and Sales Box 20

**Scope and Contents note**

See also: SAL 35:2, Sales Training and Development

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0:2-10.13 Financial Relations Box 20

**Scope and Contents note**

See also: Investor/Shareholder Relations

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[Giving, Corporate--see: Philanthropy,  
Corporate] Box 20

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0:2-10.14 "Grapevine" Communications Box 20

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0:2-10.15 House Organs/Newsletters,  
Internal and External Box 20

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0:2-10.16 Image/Identity Building,  
Corporate Box 21

**Scope and Contents note**

See also: ADM 0:2-10.26, Name Changes, Corporate; ADM 0:2-10.21,  
Logos, Slogans, Trade Characters/Names and Marks, Corporate; ADV  
50:4-3.9, Corporate Image Advertising

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0:2-10.17 Image/Identity Research Box 21

**Scope and Contents note**

See also: ADM 0:2-10.26, Name Changes, Corporate; ADM 0:2-10.21,  
Logos, Slogans, Trade Characters/Names and Marks, Corporate; ADV  
50:4-3.9, Corporate Image Advertising

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0:2-10.18 Investor/Shareholder Relations Box 21

**Scope and Contents note**

See also: ADM 0:2-10.13, Financial Relations; ADM 0:2-10.24,  
Meetings, Annual; ADM 0:2-10.29, Reports, Annual

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0:2-10.19 Legislative/Government Relations  
(includes information on political activism) Box 21

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0:2-10.20 Libraries, Corporate	Box 21
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0:2-10.21 Logos, Slogans, Trade Characters/ Names and Marks	Box 21
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**Scope and Contents note**

See also: ADM 0:2-10.16, Image/Identity Building, Corporate; ADM 0:2-10.17, Image/Identity Research, Corporate

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0:2-10.22 Media Publicity/Press Releases, N.E.C.	
0:2-10.22.1 "Brandstanding"	Box 21

**Scope and Contents note**

See also: ADV 50:4.3.8, Comparative/Comparison Copy; MKT 5:2-9, "Positioning" Concept; MKT 40:1-3.1.1, "Branding"

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0:2-10.23 Media Relations (meeting the press, media tours, etc.)	Box 21
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0:2-10.24 Meetings, Annual	Box 21
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**Scope and Contents note**

See also: ADM 0:2-10.18, Investor/Shareholder Relations

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0:2-10.25 Meetings, Employee (includes information on bulletin boards)	Box 21
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**Scope and Contents note**

See also: ADM 0:2-10.6, Communications, Organizational/Corporate, N.E.C.; ADM 0:2-7.2.5, Conferences, Conventions, Seminars and Meetings, all subsections

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0:2-10.26 Name Changes, Corporate	Box 21
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**Scope and Contents note**

See also: ADM 0:2-10.16, Image/Identity Building, Corporate; ADM 0:2-10.21, Logos, Slogans, Trade Characters/Names and Marks

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[Newsletters--see: ADM 0:2-10.15, House Organs/Newsletters, Internal and External]	Box 21
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0:2-10.27 Patents and Patenting	Box 21
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0:2-10.28 Philanthropy, Corporate, N.E.C.	Box 22
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0:2-10.28.1 The Conference Board Annual Survey of Corporate Contributions	Box 22
[Political Activism--see: ADM 0:2-10.19, Legislative/Government Relations]	Box 22
[Press Releases--see: ADM 0:2-10.22, Media Publicity/Press Releases]	Box 22
0:2-10.29 Reports, Annual and Quarterly	Box 22
0:2-10.30 Research in Public Relations	Box 22
0:2-10.31 Selecting a PR Firm	Box 22
[Slogans, Corporate--see: ADM 0:2-10.21, Logos, Slogans, Trade Characters/Names and Marks: Corporate]	Box 22
0:2-10.32 Social and Ethical Responsibilities, Corporate	Box 22

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**Scope and Contents note**

See also: ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, all subsections; MKT 5:2-10, Social/Ethical Responsibility Concept; MKT 50:6, Ethics in Marketing Research

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[Trade Characters/Names and Marks--see: ADM 0:2-10.21, Logos, Slogans, Trade Characters/Names and Marks]	Box 22
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**0:2-11 Risk Management**

Box 22

**[Sales Management--see: SAL 10, SALES MANAGEMENT, all subsections; SAL 15, MANAGER/SALES FORCE RELATIONS, all subsections; check all references featured in these sections]**

Box 22

**[Sales Promotion Management--see: MKT 40:1-7, Sales Promotion Management]**

Box 22

[Return to Table of Contents](#)

**Advertising Series (ADV)**

**Physical Description:** 23 boxes

**Processing Information:**

Note: "N.E.C." designates "Not Elsewhere Classified."

**ADV 0. ADVERTISING'S ROLE, FUNCTIONS AND INFLUENCE**

**ADV 0:1 Advertising: What it Is, What it Does, N.E.C.**

**Scope and Contents note**

Includes histories of advertising and information on functions, criticism, ethics, moral responsibilities, etc., when in combination. See also: ADV 0, all other subsections; ADV 25, RECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, miscellaneous subsections; MKT 5:2-8, Social/Ethical Responsibility Concept; MKT 35:3, Consumerism; ADM 0:2-10.32, Social and Ethical Responsibilities, Corporate

Box 23

**ADV 0:2 Advertising's Socio/Economic Influence, N.E.C.**

**Scope and Contents note**

Analyses of advertising's benefits and detriments. See also: ADV 0:4-2, Industrial Advertising's Economic Influence; ADV 40, ADVERTISING RESEARCH, miscellaneous subsections

0:2-1 "No Advertising" : Ideas of what it would be like if there was no advertising (for example, pieces such as Godley's "How Much Does No Advertising Cost?"

Box 23

0:2-2 Security Values and Advertising: The Financial Community's Stake in Advertising

Box 23

**Scope and Contents note**

See also: ADV 50:4-3.15, Copy Approaches and Themes, Financial; ADV 40:2, Advertising Research, Proven Effectiveness, and subsections

**ADV 0:3 Advertising in an Abnormal Economy N.E.C.**

**Scope and Contents note**

see also: MKT 45, MARKETING IN AN ABNORMAL ECONOMY

0:3-1 Advertising in a Recession Economy

Box 23

0:3-2 Advertising in a Sellers' Market

Box 24

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0:3-2.1 Advertising in a Materials Shortage  
Economy Box 24

**Scope and Contents note**

See also: MKT 5:2-4, Demarketing Concept

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0:3-3 Advertising in a Defense (wartime)  
Economy Box 24

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0:3-4 Cyclical Behavior of Advertising Box 24

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**ADV 0:4 Industrial (Business Publication) Advertising: The Industrial Communications Process, N.E.C.**

**Scope and Contents note**

See also: ADV 35:1, Business Papers, miscellaneous subsections; ADV 15:2. Business' Attitudes Towards Advertising; MKT 40:1-2.1.4, Advertising Management, Attitudes Towards Businesspapers; includes the "DuPont Study"

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0:4-1 Top Management's Involvement in the  
Industrial Communications Process: Selling  
Management on Industrial Advertising Box 24

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0:4-2 Industrial Advertising's Economic  
Influence Box 24

**Scope and Contents note**

See also: ADV 0:2, Advertising's Socio/Economic Influence, and all subsections

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**ADV 5. ADVERTISING AGENCIES**

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**ADV 5:1 Advertising Agencies: What They Do; How They Do It (the agency business)**

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5:1-1 Industrial Agencies Box 25

**Scope and Contents note**

See also: ADV 5:7, Agency/Media Relationships

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**ADV 5:2 Billings**

**Scope and Contents note**

See also: IOP 10:2-6.1, International Advertising Agencies, Billings

5:2-1 U.S. Agency Billings and Income  
(agency rankings) Box 25

ADV 5:2-2 Top Agency Billings by Medium Box 25

5:2-3 Agency Business Paper Billings (top  
industrial agencies)

5:2-3.1 Agency Business Paper Page  
Placement Box 25

**ADV 5:3 Client Relationships**

5:3-1 Agency/Client Relationships, N.E.C. Box 25

5:3-2 Agency/Client Agreements and  
Contracts Box 25

5:3-3 Agency Performance Evaluation, Rating  
(agency audits) Box 25

5:3-4 Agency Turnover (account switching) Box 25

**ADV 5:4 Concepts and Controversies**

5:4-1 A la Carte vis-a-vis Full Service vis-a-vis  
Cartels vis-a-vis Boutiques vis-a-vis Buying  
Services, etc.

**Scope and Contents note**

See also: ADV 5:12-1, Agency Marketing Services

5:4-1.1 Barter and Brokerage of Media  
Space and Time Box 25

**Scope and Contents note**

See also: MKT 5:2-1, Barter Trading Concept

5:4-2 House Agencies Box 25

**ADV 5:5 Financial Operations**

5:5-1 Agency Compensation: Fees vs.  
Commissions (includes information on  
liability) Box 25

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**Scope and Contents note**

See also: ADV 5:7, Agency/Media Relationships

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5:5-2 Cost of Operations (agency financial management) Box 26

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5:5-2.1 Price Waterhouse Guides to Accounting Controls Box 26

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5:5-2.2 Miscellaneous Costs such as Collateral, etc. Box 26

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5:5-3 Public Financing (going public, agency stocks and profits) Box 26

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**ADV 5:6 Legal Aspects**

**Scope and Contents note**

See also: ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, all subsections; ADV 30, LEGAL ASPECTS OF ADVERTISING; ADV 50:4, Copy, miscellaneous subsections; MKT 35, LEGAL ASPECTS OF MARKETING, all subsections

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5:6-1 Attorneys' Functions Box 26

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5:6-2 Mergers Box 26

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**ADV 5:7 Media Relationships**

**Scope and Contents note**

See also: ADV 5:1-1, Industrial Agencies; SAL 5:5, Media Salespersons; ADV 50:5, Media Buying, Evaluation, Planning and Selection, all subsections especially ADV 5:5-10, Media Sponsored Research/Promotion, all subsections

Box 26

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**ADV 5:8 Networks, Leagues, Associations, etc.**

Box 26

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**ADV 5:9 New Business Development (self-promotion; agency presentations)**

Box 26

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**ADV 5:10 Personnel**

**Scope and Contents note**

See also: MKT 40:1, Marketing Functions, all subsections; MKT 40:3, Marketing/Communications Careers, Education, Recruitment, Training and Development, all subsections

5:10-1 Agency Administration, General  
Concepts (people problems) Box 26

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5:10-2 Account Executives Box 26

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5:10-3 Creative Staff, N.E.C. Box 26

**Scope and Contents note**

See also: ADM 0:2-7.5, Creative Techniques and Creativity; MKT 60:1-1, Product Innovation, Development, Planning and Management, N.E.C.

5:10-4 Executive Staff, N.E.C. Box 26

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5:10-5 Marketing Directors Box 26

**Scope and Contents note**

See also: ADV 5:12-1, Agency Marketing Services

5:10-6 Media Staff: Buyers, Directors,  
Planners Box 26

**Scope and Contents note**

See also: ADV 5:12-3, Media Departments; ADV 50:5-5, Media Buying, Evaluation, Planning and Selection Factors, all subsections; MKT 40:1-2.1.5, Corporate Media Directors

5:10-7 Recruitment, Training and  
Development Box 26

**Scope and Contents note**

See also: MKT 40:3, Marketing Careers, Education, Recruitment, Training and Development, all subsections; ADM 0:2-8.16, Recruitment; ADM 0:28.21, Training and Development, and all subsections; SAL 35, SALES RECRUITING, SELECTION AND TRAINING, all subsections

5:10-8 Research Staff Box 26

**Scope and Contents note**

See also: ADV 5:12-6, Research Services/Departments; MKT 40:1-5, Market Research Management, and subsections; MKT 40:2-3, Market Research Departments

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5:10-9 Salaries Box 26

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**Scope and Contents note**

See also: MKT 40:1-8, Marketing Communications Functions Compensation; ADM 0:2-8.4, Compensation: Executive/Management, all subsections; SAL 20, SALES COSTS, all subsections

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5:10-10 Technical Staff Box 26

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5:10-11 Turnover (people switching) Box 26

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**ADV 5:11 Selection**

**Scope and Contents note**

See also: ADV 5:3, Client Relationships, all subsections

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5:11-1 Single vs. Multiple Agencies Box 26

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**ADV 5:12 Services and Departments**

**Scope and Contents note**

See also: ADV 5:4-1, Concepts and Controversies, A la Carte vis-a-vis Full Service vis-a-vis Cartels, etc.

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5:12-1 Agency Marketing Services: What Should an Agency Offer? What Does a Client Want? Box 26

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**Scope and Contents note**

See also: ADV 5:3, Client Relationships, miscellaneous subsections; ADV 35:3-2, Advertising Agencies and Direct Mail

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5:12-2 Film Departments Box 26

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5:12-3 Media Departments Box 26

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**Scope and Contents note**

See also: ADV 5:10-6, Media Staff: Buyers, Directors, Planners

5:12-4 Merchandising/Sales Promotion,  
Services/Departments Box 26

**Scope and Contents note**

See also: ADV 50:6, Merchandising, all subsections; SAL 30, SALES PROMOTION, miscellaneous subsections

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5:12-5 Public Relations, Services/  
Departments Box 26

**Scope and Contents note**

See also: ADM 0:2-10, Public Affairs/Relations, all subsections

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5:12-6 Research Services/Departments  
**Scope and Contents note**

See also: ADV 5:10-8, Research Staff; MKT 40:1-5, Market Research Management, and subsections; MKT 40:2-3, Market Research Departments

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5:12-6.1 Libraries Box 27

**Scope and Contents note**

See also: ADM 0:2-10.20, Public Affairs/Relations, Libraries, Corporate

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**ADV 5:13 Starting a New Agency**

Box 27

**ADV 10. ADVERTISING APPROPRIATIONS**

**ADV 10:1 Planning and Controlling Advertising Investments**

**Scope and Contents note**

See also: MKT 40:1-2.1, Advertising Management

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10:1-1 Advertising Budgets: Preparation and  
Control, N.E.C.

**Scope and Contents note**

See also: IOP 10:3-1, International Advertising Management: Controlling the Overseas Advertising Operation

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10:1-1.1 Hendry Expenditure Analysis Box 27

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10:1-2 Allocating Budget Items (determining items that should or should not be charged to the advertising budget) Box 27

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10:1-3 Advertising Budgets as a Capital Investment: Commentary Box 27

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10:1-4 Long-Term Advertising Budgets: Proposals and Commentary Box 27

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### **ADV 10:2 Presenting the Advertising Budget to Management**

10:2-1 Cutting the Budget and Overcoming Budget Cuts Box 27

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### **ADV 10:3 Advertising Budget Analyses: Past and Future Predictions, N.E.C.**

#### **Scope and Contents note**

See also: ADV 10:4, Percent of Sales Invested in Advertising, miscellaneous subsections

10:3-1 The Gallagher Report: Annual Budget Survey Box 27

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10:3-2 Business Marketing: Annual Budget Survey Box 27

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10:3-3 Laboratory of Advertising Performance Surveys Box 27

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10:3-4 Discontinued Analyses (representative samplings to show methods of compilation)  
10:3-4.1 Advertising Agency Magazine Box 27

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10:3-4.2 ANA (Association of National Advertisers, Inc.) Box 27

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10:3-4.3 NIAA (National Industrial Advertisers Association, now B/PAA, Business/Professional Advertising Association) Box 27

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10:3-4.4 Printers' Ink Box 27

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10:3-4.5 Sales Management Box 27

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10:3-4.6 Tide Box 27

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10:3-4.7 Western Advertising Box 27

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10:3-5 ANA/MIT Advisor Project (and other commentaries on the problem of determining how much is spent for industrial advertising) Box 27

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**ADV 10:4 Percent of Sales Invested in Advertising**

Box 28

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10:4-1 Advertising Age (IRS-based, circa 1950-1975; Schonfeld figures, 1976-, industry, statistics) Box 28

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10:4-2 Advertising Age 100 Leaders' Advertising as a Percent of Sales Box 28

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10:4-3 Advertising Age/University of Illinois Jointly Sponsored Study of Advertising as a Percent of Sales (1956) Box 28

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10:4-4 Printers' Ink (discontinued)/Barbour Walker Lyndon Study: What Ratio of Advertising to Sales? (historic) Box 28

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10:4-5 Miscellaneous Commentary, N.E.C. showing trends of advertising investments in relation to sales Box 28

---

10:4-6 Percent of Industrial Sales Invested in Industrial Advertising (McGraw-Hill Publications Company, Research Department, Laboratory of Advertising Performance)  
10:4-6.1 Percent (Share) of Advertising Budget Spent for Business Publication Space (McGraw-Hill Publications Company, Laboratory of Advertising Performance) Box 28

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**ADV 15. ATTITUDES TOWARDS ADVERTISING**

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**ADV 15:1 Attitudes Towards Advertising, N.E.C.**

Box 28

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**ADV 15:2 Business' Attitudes Towards Advertising**

**Scope and Contents note**

Includes attitudes towards both general and industrial advertising.  
See also: ADV 0:4, Industrial - Business Publication - Advertising: The Industrial Communications Process, and subsections; MKT 40:1-2.1.4, Advertising Management, Attitudes Towards Businesspapers

Box 28

**ADV 15:3 Consumer Attitudes Towards Advertising**

**Scope and Contents note**

See also: MKT 35:3, Consumerism

Box 28

**ADV 15:4 Students'/Teachers' Attitudes Towards Advertising**

**Scope and Contents note**

see also: MKT 40:3, Marketing/Communications Careers, Education, Recruitment, Training and Development, all subsections

Box 28

**ADV 20. CAMPAIGN AND MEDIA PLANNING, N.E.C.**

**Scope and Contents note**

The preparation of an advertising campaign from the development of creative strategy through final approval - advertising planning; see also: all individually classified ADVERTISING topics, for example, ADV 50:5, Media Buying, Evaluation, Planning and Selection, all subsections; ADV 50:10-6, Media Staff: Buyers, Directors, Planners; MKT 40:1-2, Marketing/Communications Management, all subsections

Box 28

**ADV 25. DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING**

**Scope and Contents note**

See also: ADM 0:2-10.32, Public Affairs/Relations, Social Responsibilities, Corporate; MKT 5:2-10, Social/Ethical Responsibility Concept; IOP 10:2-3, Global Challenges to Advertising; MKT 35, LEGAL ASPECTS OF MARKETING, all subsections; MKT 40:1-2.1.4, Attitudes Towards Businesspapers; ADV 15, ATTITUDES TOWARDS ADVERTISING, all subsections

**ADV 25:1 Deception, Ethics, Truth and Taste in Advertising, Pre-1971  
FTC Hearings: controversy and commentary during this period**

Box 28

**ADV 25:2 Deception, Ethics, Truth and Taste in Advertising, Post-1971 FTC Hearings; controversy and commentary relating either directly or indirectly to the FTC Hearings**

25:2-1 Corrective/Counter Advertising, FTC  
Proposals and Commentary

Box 28

**ADV 25:3 Deception, Ethics, Truth and Taste in Advertising, Post-1971 FTC Hearings; controversy and commentary not relating directly or indirectly to the FTC Hearings**

Box 28

**ADV 25:4 Advertising Industry Self-Regulation; Proposals and Commentary, N.E.C.**

Box 29

25:4-1 Advertising Codes of Ethics

Box 29

**Scope and Contents note**

See also: MKT 50:6, Ethics in Marketing Research and accompanying text and references

**ADV 25:5 Clutter and Irritation in Advertising**

Box 29

**ADV 25:6 Government and Advertising, N.E.C. (includes information on the taxation of advertising services)**

Box 29

**ADV 30. LEGAL ASPECTS OF ADVERTISING**

**Scope and Contents note**

See also: ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, miscellaneous subsections; MKT 35, LEGAL ASPECTS OF MARKETING, miscellaneous subsections; IOP 10:2-3, Global Challenges to Advertising; ADV 5:5-1, Agency Compensation: Fees vs. Commissions, for information on liability

Box 29

**ADV 35. MEDIA**

**ADV 35:1 Business Papers**

**Scope and Contents note**

See also: ADV 0:4, Industrial - Business Publication - Advertising: The Industrial Communications Process, all subsections: ADV 15:2, Business' Attitudes Towards Advertising

35:1-1 Role, Function, Influence of Business  
Papers

**Scope and Contents note**

See also: ADV 35:1-6, Past and Future Trends, all subsections; ADV 55, ADVERTISING VOLUME, Business Papers;, ADV 35:4-6.2, Specialty Magazines; ADV 0:4-2, Industrial Advertising's Economic Influence

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35:1-1.1 The Businesspaper Editor/Editorial  
Integrity

Box 29

**Scope and Contents note**

See also: ADM 0:2-10.22, Media Publicity; ADV 50:5-5.6, Editorial Evaluation

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35:1-2 Business Papers vis-a-vis Other Media  
**Scope and Contents note**

See also: ADV 35:5, Media Communications Effectiveness, Print vs. Electronic Media; ADV 35:1-6.3, Electronics' Impact on Business Paper Publishing; MKT 65:5, Sources of Information of Purchasing Influences

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35:1-2.1 Business Papers vis-a-vis Major  
Media in combination

Box 29

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35:1-2.2 Business Papers vis-a-vis Broadcast  
Media

Box 29

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35:1-2.3 Business Papers vis-a-vis Direct  
Mail

Box 29

---

35:1-2.4 Business Papers vis-a-vis General  
Media

Box 29

---

35:1-2.5 Business Papers vis-a-vis Non-  
Profit Papers

Box 29

---

35:1-3 Costs and Economics of Business  
Paper Publishing

Box 30

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35:1-3.1 American Business Press Inc.,  
annual confidential reports

**Scope and Contents note**

See also: ADV 35:1-6, Past and Future Trends, miscellaneous subsections; ADV 50:5-5.3, Rates/Costs, etc.

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35:1-3.1.1 Other Cost and Economic Reports Box 30

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35:1-3.2 Commentaries on the Economics of Business Paper Publishing Box 30

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35:1-4 "Mechanized Selling" (includes history of steps to a sale) Box 30

**Scope and Contents note**

See also: ADV 50:4-3.1, AID[C]A/IPSO

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35:1-5 Name Changing/Restyling/Relaunching Box 30

**Scope and Contents note**

See also: ADM 0:2-10.26, Name Changes, Corporate

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35:1-6 Past and Future Trends

35:1-6.1 Commentary and Predictions, Past and Present, N.E.C. Box 30

**Scope and Contents note**

See also: ADV 35:4-6.4, The Folio 400 and Commentary, particularly the business magazine section; ADV 55, ADVERTISING VOLUME, various subsections, especially those dealing with business publications and those covering major media which generally include business paper volume data

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35:1-6.2 James B. Kobak/ Industrial Marketing predictions Box 30

**Scope and Contents note**

This series, 1970-1973, evolved from a Kobak/ MediaScope series on advertising costs and rates published in the late 1950's through 1970's. See also: ADV 50:5-5.3.3.1, Rate Trends by Medium, Marketing & Media Decisions

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35:1-6.3 Electronics' Impact on Business Paper Publishing (electronic publishing, e.g. videotex and database) Box 30

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35:1-6.4 Magazine Age, Business  
Publications Buyers' Guide Box 30

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35:1-7 Services (Marketer-Aid), N.E.C.  
**Scope and Contents note**

See also: ADV 50:6, Merchandising

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35:1-7.1 Direct Response Cards Box 30

**Scope and Contents note**

See also: ADV 35:3-1, Direct Mail/Direct Marketing/Direct Response Advertising as a Marketing Medium, N.E.C. for direct response postcard mailings; ADV 45, INQUIRIES, all subsections

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### **ADV 35:2 Catalogs and Directories**

35:2-1 Catalogs as an Advertising/Marketing  
Medium

35:2-1.1 Directories Box 30

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35:2-2 Design, Preparation, and Production

35:2-2.1 Design, Preparation, and  
Production, N.E.C. Box 30

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35:2-2.2 Copyrighting the Catalog Box 30

**Scope and Contents note**

See also: ADM 0:2-10.9, Copyrights; ADM 0:2-10.21, Logos, Slogans, Trade Characters/Names and Marks, Corporate

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35:2-2.3 Standardization Box 30

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35:2-2.4 Writing Catalogs Box 30

**Scope and Contents note**

See also: ADV 50:4-3.6, Copy, Catalog Type

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35:2-3 Distribution Box 30

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35:2-4 Measuring Results Box 30

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35:2-5 Merchandising Box 30

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**Scope and Contents note**

See also: ADV 50:6, Merchandising; MKT 0:53, Retailing/Wholesaling/  
Merchandising

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35:2-6 Microform Systems Box 30

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35:2-7 Pre-Filed (composite) Box 30

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35:2-8 Reader Stimulation Box 30

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**ADV 35:3 Direct Mail/Direct Marketing/Direct Response Advertising**

35:3-1 Direct Mail/Direct Marketing/Direct  
Response Advertising as a Marketing  
Medium, N.E.C. Box 30

**Processing Information:**

Note: Materials in ADV 35:3-1 continue in Box 31.

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35:3-1 Direct Mail/Direct Marketing/Direct  
Response Advertising as a Marketing  
Medium, N.E.C. Box 31

**Processing Information:**

Note: Materials in ADV 35:3-1 begin in Box 30.

**Scope and Contents note**

See also: ADV 35:1-7.1, Direct Response Cards

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35:3-1.1 Industrial Direct Mail  
35:3-1.1.1 Industrial Direct Mail Mailing  
Lists Box 31

**Scope and Contents note**

See also: ADV 35:3-9, Mailing Lists, all subsections

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35:3-2 Advertising Agencies and Direct Mail Box 31

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35:3-3 Cooperative Direct Mail Box 31

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**Scope and Contents note**

See also: ADV 50:3, Cooperative Advertising

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35:3-4 Copy Box 31

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**Scope and Contents note**

See also: ADV 50:4, Copy, all subsections

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35:3-5 "Group Marketing Plan" (Cahners Publishing Company) Box 31

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35:3-6 Handling Incoming Direct Mail (what happens to DM as it is received) Box 31

---

35:3-7 Introducing a New Product with Direct Mail Box 31

**Scope and Contents note**

See also: MKT 60, NEW PRODUCT DEVELOPMENT AND INTRODUCTION, all subsections

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35:3-8 Incentives Box 31

**Scope and Contents note**

See also: ADV 45:5, Inquiries, Stimulation Elements; MKT 50:23.1, Response Rate Improvement; SAL 15:5-1, Sales, Incentives, and subsections; SAL 15:5-2, Incentive Travel

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35:3-9 Mailing Lists

35:3-9.1 List Building, Cleaning and Maintenance, N.E.C. Box 31

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35:3-9.2 Computerized List Control Box 31

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35:3-9.3 List Security Box 31

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35:3-9.4 List Testing and Research Box 31

**Scope and Contents note**

See also: ADV 35:3-10, DM Readership; ADV 35:3-13, DM Testing and Research

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35:3-9.5 National Mailing-List Houses and Reference Sources Box 31

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35:3-10 Readership Box 31

**Scope and Contents note**

See also: ADV 40:3, Readership

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35:3-11 DM as a Salesperson's Aid Box 31

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35:3-12 Seasonal Impact Box 31

**Scope and Contents note**

See also: ADV 50:2-5, Seasonal Advertising, both subsections; ADV 45:1-1, Seasonal Inquiry Response

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35:3-13 Testing and Research

**Scope and Contents note**

See also: ADV 35:3-9.4, List Testing and Research; ADV 50:4-4, Copy: Copy Testing and Research

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35:3-13.1 "Bird Band" Technique: CMC now  
BARC/ARF - formerly MCRC Box 31

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35:3-14 DM Volume Box 31

**Scope and Contents note**

See also: ADV 55, ADVERTISING VOLUME AND EXPENDITURES  
MEDIA DATA

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**ADV 35:4 Mass Media**

Box 32

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35:4-1 Mass Media in Combination or  
N.E.C. (includes commentary on the  
communications revolution) Box 32

**Scope and Contents note**

See also: ADV 35:1-6.3, Electronics, Impact on Business Paper  
Publishing: Electronic Publishing, etc.

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35:4-2 Broadcast Media, in Combination  
35:4-2.1 Radio Box 32

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35:4-2.2 TV  
35:4-2.2.1 TV Rating System/Commentary Box 32

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35:4-2.2.2 Children and TV Box 32

**Scope and Contents note**

See also: ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN  
ADVERTISING, all subsections; ADV 30, LEGAL ASPECTS OF

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ADVERTISING: MKT 50:2-4.2.1.4, Youth Market; ADV 50:4-3.32,  
Women/Children/Models/Elderly in Copy/Commercials

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35:4-3 Cable TV (CATV) Box 32

**Scope and Contents note**

See also: ADV 35:1-6.3, Electronics' Impact on Business Paper  
Publishing

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35:4-4 Comics Box 32

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35:4-5 Labels Box 32

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35:4-6 Magazines, General, N.E.C.

35:4-6.1 Magazine Life Cycles (Why do they  
die?) Box 32

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35:4-6.2 Specialty Magazines, N.E.C.  
**Scope and Contents note**

See also: MKT 50:2-4.2, Market Segmentation, all subsections

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35:4-6.2.1 Airline (inflight) Magazines Box 32

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35:4-6.2.2 City Magazines Box 32

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35:4-6.2.3 Ethnic Magazines Box 32

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35:4-6.2.4 Farm Magazines Box 32

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35:4-6.2.5 Women's Magazines Box 32

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35:4-6.2.6 Youth Magazines Box 32

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35:4-6.2.7 Single-Advertiser Publications Box 32

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35:4-6.3 Starting a New Magazine Box 32

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35:4-6.4 The Folio 400 and Commentary Box 33

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35:4-7 Matchbooks Box 33

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35:4-8 Newspapers, N.E.C.

35:4-8.1 Supplements Box 33

**Scope and Contents note**

See also: ADV 50:8-3, Inserts and Spreads

35:4-9 Outdoor	Box 33
35:4-10 Out-of-Home	Box 33
35:4-11 Point-of-Purchase (in-store)	Box 33
35:4-12 Postcards	Box 33
35:4-13 Postmark	Box 33
35:4-14 Specialty Advertising Media (calendars, combs, business gifts, etc.)	Box 33
35:4-15 Transit	Box 33
35:4-16 Word-of-Mouth	Box 33
35:4-17 Yellow Pages	Box 33

**35:5 Media Communication Effectiveness; e.g., print vs. electronic, preferred sources of consumer purchasing information.**

**Scope and Contents note**

See also: ADV 35:1-2, Business Papers vis-a-vis Other Media, all subsections; ADV 50:5-5.3.3.1, Rate Trends by Medium, Marketing & Media Decisions; MKT 60:5, Sources of Information of Purchasing Influences

Box 33

**ADV 35:6 Media/Advertising Terms and Definitions**

**Scope and Contents note**

See also: MKT 0:6, Terms and Definitions; MKT 50:1-2, Marketing Research Definitions and Terms

Box 33

**ADV 40. ADVERTISING RESEARCH**

**Scope and Contents note**

See also: ADV 50:4-4, Copy/Message Testing and Research; ADV 50:5-4.2, Circulation (Audience/Universe/Total Audience): Measurement and Research Concepts/Management and Principles, and subsections; ADV 50:9, Visual Presentation, all subsections

Box 34

**ADV 40:1 Discussions, Methods, Research and Theory on the Measurement of Advertising's Effectiveness, N.E.C.**

**Processing Information:**

Note: This subject heading should always be used in conjunction with headings dealing specifically with findings relating to proven results, e.g., reader action, sales and recognition. Often, discussions of measurement techniques include references to obtained results.

**Scope and Contents note**

Includes information on setting advertising goals and objectives; see also: MKT 50:21, Techniques of Marketing Research, all subsections, for individual techniques applicable also to ad effectiveness research

40:1-1 "Dagmar," Research and Commentary  
(ANA's "Project X" ) Box 35

**Scope and Contents note**

See also: ADV 40:1, above, for additional information on setting advertising goals and objectives

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40:1-2 "KNOW" (NIAA now B/PAA)  
Handbooks Box 35

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40:1-3 Radio/TV Advertising Effectiveness  
Measurement Box 35

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40:1-4 Inter-Media Advertising Effectiveness  
Measurement Box 35

**Scope and Contents note**

See also: ADV 35:5, Media Communication Effectiveness

**ADV 40:2 Proven Effectiveness (advertising "results")**

**Scope and Contents note**

See also: ADV 0:2-2, Security Values and Advertising

40:2-1 ...in Terms of Awareness, Image,  
Recognition, Inquiry Production, Sales, etc.,  
in combination or N.E.C.

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40:2-1.1 ABP/A.D. Little Evaluation of  
1100 Research Studies on Advertising  
Effectiveness Box 35

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40:2-1.2 ABP Objectives & Results series  
and similar ABP studies Box 35

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40:2-2 ...in Terms of Awareness, Image, Recognition (singly) (includes "Allis-Chalmers Study" )

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40:2-2.1 Advertising Declines/Stops - Recognition Drops, Correlations

Box 35

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40:2-3 ...in Terms of Reader Action, N.E.C.  
**Scope and Contents note**

See also: ADV 40:3, Readership, all subsections and accompanying text

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40:2-3.1 Reader Action: Tide series

Box 35

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40:2-4 ...in Terms of Sales, N.E.C. (includes the "Westinghouse Study" )

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40:2-4.1 John Morrill/McGraw-Hill Studies (how advertising helps to increase sales and cut the cost of selling)

Box 35

**Scope and Contents note**

See also: ADV 40:2-5, Advertising and the Cost of Selling, all subsections

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40:2-4.2 Dr. Daniel Starch's NETAPPS (net-ad-produced-purchases) Study and Commentary

Box 35

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40:2-4.3 Vernon H. Van Diver, Sr.'s, Studies and Commentary on the Impact of Industrial Advertising on Sales

Box 35

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40:2-5 Advertising and the Cost of Selling, N.E.C.

**Scope and Contents note**

See also: ADV 40:2-4.1, John Morrill/McGraw-Hill Studies

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40:2-5.1 McGraw-Hill Studies on How Advertising Affects the Cost of Selling (historic)

Box 35

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40:2-5.2 U.S. Steel/Harnischfeger Studies and Commentary

Box 35

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## **ADV 40:3 Readership**

### **Processing Information:**

Note: Unfortunately, writings and study findings on "readership" do not always separate neatly into classifiable subjects. All too often a single document on "readership" covers many associated topics. With this in mind, it is advised that researchers always search the N.E.C. readership headings together with the separately defined headings.

**Scope and Contents note**

This overall classification of readership subjects does NOT include readership of specific visual elements of advertising: i.e., bleed, color, headlines, reverse type, etc. Nor does it cover readership of such presentation-type topics as size of space (full vs. fractional pages) or, position of advertisements in a publication (covers, front vs. back, etc.). For readership information on these presentation-type topics, see also: ADV 50:7, Position, all subsections; ADV 50:8, Size of Space, all subsections; ADV 50:9, Visual Presentation, all subsections. Additionally, see ADV 50:5-4.2, Circulation (Audience/Universe/Total Audience): Measurement and Research Concepts/Management and Principles, all subsections.

40:3-1 Publication Readership: Basic Conclusions, N.E.C.	Box 35
40:3-2 Do Readers Read What They Say They Read?	Box 35
40:3-3 Cooperative Readership Study, "New Yardsticks of Media Value" (also known as "The 18 Company Study" ) Summaries and Commentary	Box 36
40:3-4 Readership Report Availabilities/ Descriptions of Measurement Services	
40:3-4.1 Measuring Publication Readership: Techniques	Box 36
40:3-4.2 Readership Studies: Used or Misused? Pros and Cons of Their Value	
<b>Scope and Contents note</b>	
See also: ADV 50:5-5.10.3, Media-Sponsored Research: Preference Studies	
40:3-4.2.1 ARF's "PARM" Study and Commentary	Box 36

**Scope and Contents note**

See also: ADV 50:9, Visual Presentation, all subsections, especially ADV 50:9-15, for additional visual test techniques, e.g., "tachistoscope," "Communiscope"

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40:3-5 Reader Traffic: Readership Levels Throughout a Publication (Summaries and commentary on five ARF-conducted studies, 1948-1950, "New Facts on Business Publication Readership."

Box 36

**Scope and Contents note**

See also: ADV 50:5-5.11, Size of Issue for thick vs. thin publication reader traffic; ADV 50:7-4, Position, Front vs. Back of Issue

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40:3-6 Reading Habits

40:3-6.1 Reading Habits, N.E.C. (includes data from the Rochester Experimental Study)

Box 36

**Scope and Contents note**

See also: ADM 0:2-7.2.9, Reading; ADV 50:5-4.2.1, ABP's Business Marketing Laboratory Study, also known as "The Ryan Study" and "The Syracuse Study"

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40:3-6.2 Newsweek Magazine Readership Studies by SIC

Box 36

40:3-6.3 Why and How Publications are Read, N.E.C.

Box 36

40:3-7 Reading Environment

40:3-7.1 When and Where Publications are Read (includes ABP/Taylor Instrument Study of the business paper reading environment)

Box 36

40:3-7.2 Reading by Job Function

Box 36

40:3-7.3 Pass-Along Reading

Box 36

**Scope and Contents note**

See also: ADV 50:5-4.2, Circulation (Audience/Universe/Total Audience): Measurement and Research Concepts/Management and Principles, and subsections

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40:3-7.4 "Pick-Up Rates" : How often publications are picked up to be read Box 36

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40:3-7.5 Reading Regularity: Number of publications read; number of issues read Box 36

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40:3-7.6 Time Spent Reading Box 36

---

40:3-7.7 Reading Fatigue Box 36

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### **ADV 40:4 Index(es) to The Laboratory of Advertising Performance**

Box 36

### **ADV 45. INQUIRIES**

#### **ADV 45:1 Reader Inquiries: Marketing Tool or Waste of Time? Pros and cons on the value of inquiries.**

##### **Scope and Contents note**

see also: ADV 45:6, Inquiries, Gauge of Readership?; ADV 35:1-7.1, Direct Response Cards. When seeking information on inquiries, always refer to ADV 45:5-1, Dr. Daniel Starch's Analysis of 12 Million Inquiries

45:1-1 Seasonal Inquiry Response Box 36

##### **Scope and Contents note**

See also: ADV 50:2-5, Seasonal Advertising, both subsections

#### **ADV 45:2 Inquiry Evaluation, Handling and Follow-Up**

45:2-1 Publisher Handling Practices/Reader Inquiry Services Box 36

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45:2-2 Advertiser Evaluation, Handling and Follow-Up Practices Box 36

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##### **Processing Information:**

Note: Materials in ADV 45:2-2 continue in Box 37.

45:2-2 Advertiser Evaluation, Handling and Follow-Up Practices Box 37

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##### **Processing Information:**

Note: Materials in ADV 45:2-2 begin in Box 36.

#### **ADV 45:3 Inquiry Analysis as a Media Selection Factor**

**Scope and Contents note**

See also: ADV 50:5, Media Buying, Evaluation, Planning and Selection, miscellaneous subsections

Box 37

**ADV 45:4 Inquiry Costs**

**Scope and Contents note**

See also: ADV 45:2-1, Publisher Handling Practices/Reader Inquiry Services, IARI Report #18

Box 37

**ADV 45:5 Inquiry Stimulation Elements: Couponing and Visual Elements that Stimulate Inquiries (does not include "cents-off" coupons, see MKT 0:5-1)**

45:5-1 Dr. Daniel Starch's Analysis of 12 Million Inquiries Box 37

45:5-2 A.E. Early/Meldrum and Fewsmith/Republic Steel/Media-Scope Analysis of Business Paper Inquiries Box 37

45:5-3 "800" Number Box 37

**Scope and Contents note**

See also: SAL 40:17, Telemarketing

**ADV 45:6 Inquiries: Gauge of Readership?**

**Scope and Contents note**

See also: ADV 40:3, Readership, miscellaneous subsections; ADV 45:1, Reader Inquiries: Marketing Tool or Waste of Time? Pros and cons on the value of inquiries

Box 37

**ADV 50. TECHNIQUES**

**ADV 50:1 Concentration and Dominance**

50:1-1 Concentration and Duplication (cost and coverage, the "Law of Diminishing Returns" ) Box 37

**Scope and Contents note**

See also: ADV 50:2, Continuity and Repetition, miscellaneous subsections; ADV 50:5-4.12, Reach and Frequency

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50:1-2 Dominance: "Impact" Advertising

**Scope and Contents note**

See also: ADV 50:7, Position, all subsections, especially ADV 50:7-5, Multiple Insertions in Same Issue; ADV 50:8, Size of Space, all subsections; ADV 50:9, Visual Presentation, all subsections

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50:1-2.1 Answers to the Question: Big Ads  
Seldom ... Small Ads Often?

Box 37

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ADV 50:2 Continuity and Repetition in  
Advertising

50:2-1 Continuity (consistency) in  
Advertising: Why it is Necessary

50:2-1.1 Memory for Advertising (rates of  
forgetting)

Box 37

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**Scope and Contents note**

See also: ADM 0:2-8.21.9, Learning Process/Memory/Forgetting

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50:2-2 Frequency in Advertising (how  
frequently should you advertise?)

**Scope and Contents note**

See also: ADV 50:5-4.11, Reach and Frequency; ADV 50:1-1, Concentration and Dominance, all subsections; ADV 50:5-5.7, Frequency of Issue. This subsection should always be used with all the Continuity and Repetition subsections as "frequency" involves everything from arguments on smooth, continuous advertising vs. pulsing to memory; in fact, the overall subject of advertising growth and decay over time.

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50:2-2.1 Effect of a Single Ad

Box 37

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50:2-3 Pulsing/Wave Scheduling/Flighting vs.  
Evenly Scheduled Continuous Advertising

Box 38

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**Scope and Contents note**

See also: ADV 50:1, Concentration and Dominance; ADV 50:2-1.1, Memory for Advertising; ADV 50:2-2, Frequency in Advertising

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50:2-4 Repetition in Advertising (the life of an  
advertisement)

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**Scope and Contents note**

See also: ADV 25:5, Clutter in Advertising

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50:2-4.1 IARI (CMC) Repeat Ad Study and Direct Commentary Box 38

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50:2-4.2 TV Commercial Wearout Box 38

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50:2-5 Seasonal Advertising, N.E.C.  
**Scope and Contents note**

See also: ADV 45:1-1, Seasonal Inquiry Response

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50:2-5.1 Summer Advertising Box 38

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50:2-5.2 Winter Advertising Box 38

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**ADV 50:3 Cooperative Advertising**

Box 38

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**ADV 50:4 Copy-Approaches and Themes**

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50:4-1 Copy: Approaches and Themes,  
General Information, N.E.C.

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50:4-1.1 Advertising Awards: Associations Presenting, How to Run, Judge, Win Box 38

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50:4-2 Copy: Approaches and Themes,  
Industrial, N.E.C.

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50:4-2.1 "Tell All" Box 38

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50:4-3 Specific Approaches and Themes

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50:4-3.1 AID(C)A (IPSO) Box 38

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50:4-3.2 Advocacy/Controversy/Issue Box 38

**Scope and Contents note**

See also: ADV 50:4-3.9, Image

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50:4-3.3 Anniversary Box 38

**Scope and Contents note**

See also: ADM 0:2-10.4, Anniversaries, Corporate

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50:4-3.4 Cartoon and Comic Strip Box 38

**Scope and Contents note**

See also: ADV 35:4-4, Comics; ADV 50:4-3.20, Humorous

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50:4-3.5 Case History Box 38

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50:4-3.6 Catalog-Type Copy Box 38

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**Scope and Contents note**

See also: ADV 35:2-2.4, Writing Catalogs

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[Celebrities--see: ADV 50:4-3.29,  
Testimonial/Endorser/Celebrities] Box 38

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50:4-3.7 Classified (including recruitment) Box 38

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50:4-3.8 Comparative/Comparison Box 39

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**Scope and Contents note**

See also: MKT 5:2-9, Positioning

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50:4-3.9 Corporate Image  
**Scope and Contents note**

See also: ADM 0:2-10.16, Image/Identity Building, Corporate; ADM  
0:2-10.17, Image/Identity Measurement and Research, Corporate;  
ADV 40:4-3.2, Advocacy/Controversy/Issue; ADV 55:3-6, Public  
Relations Journal: The Cost of Corporate Advertising in - year

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50:4-3.9.1 Corporate Image vs. Product  
Copy Box 39

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50:4-3.9.2 Divisional Advertising Box 39

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[Corrective/Counter--see: ADV 25:2-1,  
Corrective/Counter Advertising, FTC  
Proposals and Commentary] Box 39

---

50:4-3.10 Credibility of Messages Box 39

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**Scope and Contents note**

See also: ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN  
ADVERTISING, miscellaneous subsections

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50:4-3.11 Distributor Box 39

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**Scope and Contents note**

See also: MKT 20:9-6, Distributor Promotion

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50:4-3.12 Editorial-Type

50:4-3.12.1 Advertorials/Special Sections Box 39

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50:4-3.13 Educational-Type

Box 39

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["800" Number in Advertising--see: ADV  
45:5-3, "800" Number]

Box 39

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50:4-3.14 Emotional Appeal

Box 39

**Scope and Contents note**

See also: MKT 65:1-2.1, Buyer Behavior and Motivation, Emotional Aspects; MKT 65:7, Consumer Buying Attitudes, Behavior Decisions, Motivations

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[Essay-Advertisements--see: ADV

50:4-3.12.1, Advertorials/Special Sections]

Box 39

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[Ethnics in copy/commercials--see: ADV

50:4-3.23, Minorities/Ethnics in Copy/  
Commercials]

Box 39

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50:4-3.15 Financial

Box 39

---

50:4-3.16 Generic

Box 39

---

50:4-3.17 Hidden Product

Box 39

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50:4-3.18 Historical (comparisons with ads  
of yesteryear)

Box 39

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50:4-3.19 House Ads

Box 39

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50:4-3.20 Humorous

Box 39

**Scope and Contents note**

See also: ADV 35:4-4, Comics; ADV 50:4-3.4, Cartoon and Comic Strip

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50:4-3.21 Length of Copy

Box 39

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50:4-3.22 Military

Box 39

**Scope and Contents note**

See also: MKT 70:2-1.1, Advertising to the Military

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50:4-3.23 Minorities/Ethnics in Copy/  
Commercials Box 39

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[New Product--see: MKT 60:2-7, New  
Product Promotion] Box 39

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50:4-3.24 Newsletter Form Box 39

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50:4-3.25 Political Box 39

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**Scope and Contents note**

See also: MKT 0:4, Metamarketing

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[Positioning--see: MKT 5:2-9, Positioning;  
also, ADV 50:4-3.8, Comparative/  
Comparison Copy] Box 39

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50:4-3.26 Price Box 39

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50:4-3.27 Product  
**Scope and Contents note**

See also: ADV 50:4-3.9.1, Corporate Image vs. Product Copy

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50:4-3.27.1 Technical Products Box 39

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[Recruitment--see: ADV 50:4-3.7, Classified:  
Including Recruitment] Box 39

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50:4-3.28 Special Interest Box 39

---

50:4-3.29 Testimonial/Endorser/Celebrities Box 39

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50:4-3.30 Townsend Points Box 40

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50:4-3.31 Trademarks in Copy Box 40

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**Scope and Contents note**

See also: ADM 0:2-10.21, Logos, Slogans, Trade Characters/Names  
and Marks, Corporate; also ADM 0:2-10.9, Copyrights

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50:4-3.32 Women/Children/Models/Elderly  
in Copy/Commercials Box 40

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50:4-4 Copy: Copy/Message Testing and Research (includes information on copy claims/substantiation - pretest research) Box 40

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50:4-5 Copy: Copywriting Box 40

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**Scope and Contents note**

See also: ADM 0:2-7.2.13.1, Technical Writing; ADM 0:2-7.2.13, Writing; ADV 5:10-3, Agency Creative Staff, N.E.C.

**ADV 50:5 Media Buying, Evaluation, Planning and Selection**

**Scope and Contents note**

See also: ADV 20, CAMPAIGN & MEDIA PLANNING, N.E.C.

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50:5-1 Media Buying, Evaluation, Planning and Selection, in combination or N.E.C. Box 40

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50:5-2 Checklists for (all media) Media Planners ( Media/Scope and others) Box 40

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50:5-3 Computers and Mathematical Models in the Media Planning/Selection Process

**Scope and Contents note**

See also: MKT 40:4-4, Computers in Marketing; MKT 40:4-5, Gaming and Modeling in Marketing: Theory and Commentary, N.E.C.; MKT 40:4-5.1, Modeling and Gaming Techniques Designed for Specific Marketing Application Decisions; MKT 50:2, Techniques of Marketing Research, all subsections, especially MKT 50:2-1.24, Linear and Non-Linear Programming

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50:5-3.1 Comparability/Standardization of Circulation (Audience/Universe) Data Box 41

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50:5-3.1.1 AIA (now B/PAA) Media Data Form Commentary

50:5-3.1.1.1 MCC (Media Comparability Council) Information and Media Data Forms

Box 41

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50:5-3.1.2 Suggested Media Data Forms, N.E.C.

Box 41

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50:5-4 Media Buying, Evaluation, Planning and Selection Factors

50:5-4.1 Media Buying, Evaluation,  
Planning and Selection Factors as Identified  
by Surveys (includes Folio: AdGuide) Box 41

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50:5-4.2 Circulation (Audience/Universe/  
Total Audience): Measurement and  
Research Concepts/Management and  
Principles

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50:5-4.2.1 ABP's Business Marketing  
Laboratory Study (The Ryan Study;  
The Syracuse Study), Findings and  
Commentary Box 41

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**Scope and Contents note**

For information on the ABP/Taylor Instrument Company study of  
the business paper reading environment, see ADV 40:3-7.1

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50:5-4.2.2 Syndicated Audience Research  
(Simmons, TGI commentary/controversy/  
merger) Box 41

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50:5-4.3 Circulation (Audience/Universe):  
Auditing Bureaus (U.S./Canada)

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50:5-4.3.1 Audit Bureau of Circulations,  
(ABC), Functions, History, General  
Information, N.E.C.

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50:5-4.3.1.1 ABC, Guides to Using  
Reports Box 41

---

50:5-4.3.2 Business Publications Audit of  
Circulation, Inc.. (BPA), Functions, History,  
General Information, N.E.C.

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50:5-4.3.2.1 BPA, Guides to Using  
Reports

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50:5-4.3.2.1.1 BPA, SMA (Selected  
Market Audit) Division Box 41

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50:5-4.3.3 Canadian Circulations Audit  
Board (CCAB) Box 41

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50:5-4.3.4 Verified Audit Circulation  
Corporation (VAC) Box 41

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50:5-4.3.5 "Sworn Statements" Box 41

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50:5-4.3.6 The Case for Audited  
Publications Box 41

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50:5-4.4 Circulation (Audience/Universe):  
Auditing Bureaus Around the World Box 41

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50:5-4.5 Association of National Advertisers  
(ANA) Magazine Circulation Rate Trends Box 41

---

50:5-4.6 Circulation: Costs (CPM etc.) Box 41

**Scope and Contents note**

See also: ADV 50:55.1, Advertising Costs and Rates, particularly ADV  
50:5-5.3.3.1, Rate Trends by Medium, Marketing & Media Decisions

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50:5-4.7 Circulation: Franchise Circulation Box 41

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50:5-4.8 Magazine Publishers Association  
(MPA): Circulations of Business Publication  
Members Box 41

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50:5-4.9 Circulation: Paid vs. Free, General  
Commentary

**Scope and Contents note**

See also: ADV 50:5-3.1, Comparability/Standardization of Circulation  
- Audience/Universe - Data

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50:5-4.9.1 Paid vs. Free Circulation, Tide  
series Box 41

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[Circulation: Pass-Along--see: ADV 40:3-7.3,  
Pass-Along Reading] Box 41

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50:5-4.10 Circulation: Publication  
Distribution, N.E.C.

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50:5-4.10.1 Newsstand and Single Copy  
Sales Box 41

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50:5-4.10.2 Postal Service Problems  
(alternate delivery) Box 41

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50:5-4.11 Circulation: Reach and Frequency Box 41

**Scope and Contents note**

See also: ADV 50:5-3, Computers and Mathematical Models in the  
Media Planning/Selection Process; ADV 50:1, Concentration and  
Dominance; ADV 50:2, Continuity and Repetition in Advertising, all  
subsections particularly ADV 50:2-2, Frequency in Advertising; ADV

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50:5-5.7, Frequency of Issue; MKT 65:5, Sources of Information of Purchasing Influences	
[Circulation: Readership--see: ADV 40:3, Readership, all subsections]	Box 41
50:5-4.12 Circulation: Renewals	Box 41
<b>Scope and Contents note</b>	
See also: ADV 50 5-4.9, Circulation, Paid vs. Free; and ADV 50:5-4.9.1, Paid vs. Free, Tide series	
50:5-4.13 Circulation: Request	Box 41
<b>Scope and Contents note</b>	
See also: ADV 50:5-4.9, Circulation, Paid vs. Free; and ADV 50:5-4.9.1, Paid vs. Free, Tide series	
50:5-4.14 Circulation: SIC Analysis	
<b>Scope and Contents note</b>	
See also: ADV 50:5-3.1, Comparability/Standardization of Circulation - Audience/Universe - Data; MKT 50:2-4.4, SIC Analysis and Research	
50:5-4.14.1 Circulation: Subscription Sales (promotion, etc.)	Box 41
50:5-4.15 Circulation: Turnover: "Men on the Move"	Box 41
<b>Scope and Contents note</b>	
See also: ADM 0:2-8.21.13, Turnover	
50:5-4.16 Circulation: Unit Counts	Box 41
50:5-5 Media Buying, Evaluation, Planning and Selection Factors, <u>Other Than Circulation (Audience/Universe)</u>	Box 42
<b>Scope and Contents note</b>	
See also: ADV 35:1-3, Media, Business Papers costs and Economics of Business Paper Publishing, all subsections	
50:5-5.1 Advertising Costs and Rates, Discussions, N.E.C.	Box 42

**Scope and Contents note**

See also: ADV 5:4-1.1, Barter and Brokerage of Media Space and Time

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50:5-5.2 Rate Discounting Box 42

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50:5-5.3 Rates/Costs Predictions and Indexes, Past, Present and Future, by Issuing Source, N.E.C.

**Scope and Contents note**

Selected examples from defunct publications or discontinued series are included to illustrate how the subject has been treated and to aid in the construction of indexes for post-WW II years; see also: ADV 55:3-2, Doyle Dane Bernbach: Media Trends.

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50:5-5.3.1 Ad Agency-Prepared Rates/Costs: Predictions and Indexes Box 42

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50:5-5.3.2 Association of National Advertisers, Inc. Circulation and Rate Trend Analyses, by Medium

50:5-5.3.2.1 Business Publications Box 42

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50:5-5.3.2.2 Magazines Box 42

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50:5-5.3.2.3 Outdoor Box 42

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50:5-5.3.2.4 TV Box 42

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50:5-5.3.3 Rate Trends, Publication-Produced, by Medium

50:5-5.3.3.1 Marketing & Media Decisions Box 42

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50:5-5.3.3.2 Media/Scope (discontinued) Box 42

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50:5-5.3.3.3 Printers' Ink (discontinued) Box 42

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50:5-5.3.3.4 Tide (discontinued) Box 42

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50:5-5.3.3.5 International Trade Press Cost Indexes Box 42

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50:5-5.4 Production Costs Box 42

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50:5-5.5 Rate Digests: McGraw-Hill Publications Box 42

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50:5-5.6 Editorial Evaluation Box 42

**Scope and Contents note**

See also: ADV 35:1-1.1, The Business Paper Editor/Editorial Integrity

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50:5-5.7 Frequency of Issue Box 42

**Scope and Contents note**

See also: ADV 50:2, Continuity and Repetition, all subsections especially ADV 50:2-2, Frequency in Advertising; ADV 50:5-4.11, Reach and Frequency

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50:5-5.8 New Medium Considerations Box 42

**Scope and Contents note**

See also: ADV 40:3, Readership, all subsections

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50:5-5.9 Regional/Demographic Editions Box 42

**Scope and Contents note**

See also: MKT 50:2-4.2, Market Segmentation, all subsections

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50:5-5.10 Media-Sponsored Research/  
Promotion

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50:5-5.10.1 Media-Sponsored Research/  
Promotion as a Media Analysis, Buying and  
Measurement Aid, N.E.C. (includes media  
presentations)

Box 42

**Scope and Contents note**

See also: SAL 5:5, MEDIA SALESPERSONS

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50:5-5.10.2 Media-Sponsored Research:  
Circulation Promotion

Box 42

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50:5-5.10.3 Media-Sponsored Research:  
Preference Studies

Box 42

**Scope and Contents note**

See also: ADV 40:34.2, Readership Studies: Used or Misused? Pros  
and Cons

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50:5-5.10.4 Media-Sponsored Research:  
Promotion Box 42

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50:5-5.10.5 PIB Data: How They May Be  
Used By Magazines in Research/Promotion Box 42

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50:5-5.10.6 Suggested Standards/  
Disclosure Forms for Media Research Box 42

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50:5-5.11 Size of Issue (thick vs. thin) Box 43

**Scope and Contents note**

See also: ADV 40:3-5, Reader Traffic: Readership Levels Throughout  
a Publication; ADV 50:7-1, Position Values in Advertising, all  
subsections, particularly ADV 50:7-4, Position, Front vs. Back of Issue

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50:5-5.12 Special Issues, N.E.C. (includes  
information on buyers guides and show  
issues)

**Scope and Contents note**

See also: ADV 35:2-1.1, Directories

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50:5-5.12.1 Special Issues Planned,  
by year, by McGraw-Hill Publications  
(intermittent) Box 43

## **ADV 50:6 Merchandising**

**Scope and Contents note**

See also: MKT 0:5, Retailing/Wholesaling/Merchandising

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50:6-1 Merchandising the Advertising  
Program, N.E.C. Box 43

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50:6-2 Merchandising to Distributors Box 43

**Scope and Contents note**

see also: MKT 20:9-6, Distributor Promotion

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50:6-3 Merchandising to Salespersons Box 43

## **ADV 50:7 Position**

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50:7-1 Position Values in Advertising, N.E.C. Box 43

**Scope and Contents note**

See also: ADV 40:3-5, Reader Traffic: Readership Levels Throughout a Publication; ADV 50:5-5.11, Size of Issue: thick vs. thin

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50:7-2 Covers Box 43

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50:7-3 Effects of Accompanying Reading Matter (e.g. readership of advertisements facing editorial vs. those in solid advertising sections) Box 43

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50:7-4 Front vs. Back of Issue (note "see alsos" listed under ADV 50:7-1) Box 43

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50:7-5 Multiple Insertions in Same Issue Box 43

**Scope and Contents note**

See also: ADV 50:1-2, Dominance: "Impact" Advertising, and subsection

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50:7-6 Right vs. Left Hand Pages Box 43

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50:7-7 Spread vs. Bunched (What kind of publication format is better for advertisers/ readers: solid ad section or even mixture of ads and editorial?) Box 43

**Scope and Contents note**

See also: ADV 50:7-3, Effects of Accompanying Reading Matter

**ADV 50:8 Size of Space**

**Scope and Contents note**

See also: ADV 50:1-2, Dominance: "Impact" Advertising, and subsection

50:8-1 Analyses of Space Units in Business Publications (most-frequently used ad sizes) Box 43

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50:8-2 Fractional vs. Full Page(s): Readership/Attention-Value Relationships (includes information on horizontal vs. vertical) Box 43

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50:8-3 Inserts and Spreads (includes information on multipages) Box 43

**Scope and Contents note**

See also: ADV 35:4-8.1, Newspapers, Supplements

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50:8-4 Page Size (total area) ( Reader's Digest studies) Box 43

---

50:8-5 "Small-Space" Advertising Box 43

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**Scope and Contents note**

See also: ADV 50:1-2.1, Answers to the Question: Big Ads Seldom ...  
Small Ads Often?

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**ADV 50:9 Visual Presentation**

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50:9-1 Ad Characteristics (size, color, illustrations, and other elements in combination or N.E.C.) Answers to the Question: What Are the Characteristics of Well-Read Advertisements? (includes information on "free-form" ads, etc., and standardization of format/layout, "umbrella" advertisements) Box 43

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50:9-2 Bleed Box 43

---

50:9-3 Color Box 43

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50:9-4 Graphic Arts (reproduction processes) Developments  
50:9-4.1 Typography/Graphics Technology Box 43

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**Scope and Contents note**

See also: ADV 50:9-12, Reverse Plate

---

50:9-5 Headlines/Coverlines/Advertising Slogans Box 43

---

**Scope and Contents note**

See also: ADM 0:2-10.21, Logos, Slogans, Trade Characters/Names and Marks: Corporate

---

50:9-6 Illustrations Box 43

---

**Scope and Contents note**

See also: ADV 50:9-8, Photographs vs. Artwork

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---

50:9-7 Microencapsulation (for adding aromatic dimension to ads) Box 43

---

50:9-8 Photographs vs. Artwork Box 43

**Scope and Contents note**

See also: ADV 5:9-6, Illustrations

---

50:9-9 Product Picture Box 43

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50:9-10 Products Featured (number in ad) Box 43

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50:9-11 Re-Use of Ad Elements (to create "basic" ads and to control costs) Box 43

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50:9-12 Reverse Plate Box 43

**Scope and Contents note**

See also: ADV 50:9-4.1, Typography/Graphics Technology

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50:9-13 Shape of Ad Box 43

**Scope and Contents note**

See also: ADV 50:8-2, Fractional vs. Full Page(s)

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50:9-14 Subliminal Advertising Box 43

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50:9-15 Visual and Other Autonomic Measures (tachistoscope testing, pupil dilation, etc.) Box 43

**Scope and Contents note**

See also: MKT 50:2-1.48, VOPAN - Voice Pitch Analysis/Brain Wave Analysis

## **ADV 55. ADVERTISING VOLUME, Expenditures in Major Media**

**Scope and Contents note**

In 1968, the Index-Developer put together a listing of sources publishing advertising volume data and the major reports published by these sources. The identified reports numbered nearly one hundred and covered broadcast media, business publications, farm and general magazines, direct mail, newspapers, outdoor, point-of-purchase, and transit advertising; too, there was a goodly helping of entries covering such specialties as life insurance advertising volume by medium, city and area development advertising, resort and tourist advertising expenditures, bank advertising expenditures,

liquor advertising expenditures, and so on. However, during the past fifteen years (circa 1970-1985) the Marketing Information Center rarely, if ever, received requests for any of these published statistics. In this listing, therefore, only those sources and figures for which the MIC receives most inquiries are cited. This listing is geared strictly to the expressed needs of the businesspaper advertiser.

For the advertising scholar, though, a sampling of historic and "one-of-a-kind" volume reports are given headings (together with a thumbnail commentary). These historic statistics may be useful to researchers curious to learn how volume estimates were compiled and presented in the "old days." It is interesting, for example, to compare the variations in advertising volume data compiled by Charles Yang and others for Advertising Age from 1965 to 1971 with those compiled by Robert J. Coen (who continued the pioneering work of the late Dr. L.D.H. Weld) for Printers' Ink - Marketing/ Communications and now featured by Advertising Age. Also, it may be of value to some ad volume researchers to learn how business publication statistics were compiled by Angelo R. Venezian for Industrial Marketing (now Business Marketing) and how and why the earlier post-World War II business paper statistics were adjusted by their compiler and were subsequently updated by the American Business Press, Inc. Examples of these older studies (on occasion, the complete series) are on file within the Marketing Information Center.

See also: IOP 10:2-10, World Advertising Expenditures, and subsections.

#### Box 44

### **ADV 55:1 Business Publications**

#### **Scope and Contents note**

See also: ADV 55:3-1, Advertising Age, Forecasts and Historical Statistics as prepared by Robert J. Coen, for additional business publication dollar volume estimates - past and present; additionally, see ADV 55:3-2, Doyle Dane Bernbach: Media Trends, the Business Press Advertising Trends section, and ADV 35:4-6.4, The Folio 400 and Commentary, especially the Folio 400 Business Magazines section)

#### 55:1-1 American Business Press, Inc. Annual Dollar and Page Volume Estimates

##### **Scope and Contents note**

These figures may be obtained by contacting the association. They are a continuation of those originally developed by the McGraw-Hill Marketing Information Center for Angelo R. Venezian for publication in his annual Industrial Marketing (IM)- now Business Marketing article on the state of the business press. The Angelo Venezian articles - see ADV 55:1-2.2 - were featured in IM starting in January, 1947 and concluding in November, 1964. AV took over authorship of the studies

in June 1965 and the last "article type" study in IM - under the byline of John B. Babcock - was in June, 1966. For a while thereafter the ABP published the studies as an insert in IM under the bannerline "ABP Info/File." The last "ABP Info/File" appeared in 1974 and covered 1973 data. For many years, ABP-produced basic business publication data, including ad volume statistics, were featured in a series of foldout leaflets and/or booklets titled "Fast Facts" - see following subsections.

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55:1-1.1 ABP "Fast Facts" (historic, discontinued; examples only; see preceding entry for historical notes) Box 44

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55:1-1.2 "ABP Info/File" (historic, discontinued; see ADV 55:1-1 for historical notes; includes the two Industrial Marketing articles mentioned in the historical notes) Box 44

---

55:1-1.3 ABP Leading Advertisers in Business Publications (historic, discontinued; this series was first published in 1951 and was, discontinued after the 23rd annual survey - the 1973 edition) Box 44

---

55:1-1.4 ABP Suggested Guidelines for Reporting Ad Volume (includes commentary on the Guidelines) Box 44

---

55:1-2 Business Marketing (formerly Industrial Marketing), N.E.C.

---

55:1-2.1 Ad Volume in Business Publications (quarterly and annual page totals by publication) Box 44

---

55:1-2.2 Forecasts and Historical Statistics Box 44

---

**Scope and Contents note**

Annual articles authored by Angelo R. Venezian commencing January, 1947 and ending November, 1964; see ADV 55:1-1 for brief commentary on the history of this series. The Venezian statistics form the foundation of all those emanating from the ABP. An Index-Developer historical note: Mr. Venezian in his last - 1964 - study adjusted all his prior years' (1945-1963) dollar volume statistics.

These adjusted figures have always been used by the ABP in their continuing compilations; ad volume researchers must be aware of this multi-year adjustment if they are exploring post-World War II

trends; it is quite possible that such researchers might unwittingly use the unadjusted earlier statistics and become alarmed at apparent discrepancies in figures when comparing them with, say, modern ABP releases which feature the adjusted totals.

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55:1-2.3 100 Largest Advertisers in Business Publications (derived from The Rome Report data)

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55:1-2.3.1 Ad Spending by Market (derived from The Rome Report data)

Box 44

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55:1-2.4 Commentary on Declining Ad Volume (includes observations on the year's "hot trade magazines" which occasionally form part of the commentaries)

Box 44

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55:1-3 The Gallagher Report: Annual Business Publications Scorecard (this series was once semi-annual; first published circa 1960; top one hundred publications tabulations - one for gross ad revenues, the other for advertising pages)

Box 44

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55:1-4 McGraw-Hill Publications Company: Competing Advertising Data; known in-company as "the green sheet" (confidential monthly compilations - dating back to the mid-1930s - of page volume of McGraw-Hill publications and their major competitors; monthly and cumulative totals, share of market, comparisons with comparable previous-year periods, etc.)

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55:1-4.1 McGraw-Hill Publications Company: Company and Product Advertising Analyses (Discontinued; historic examples only. The Company and Product Advertising Analyses provided, in two volumes, a complete information file on competitive advertising data; advertising schedules -pages and dollars - were indicated for over 20,000 firms in approximately 200 business publications. Volume II was the "product section" - tabulations showing, for 700-plus products, schedules [publication, pages and dollars] being used to advertise those products)

Box 44

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55:1-5 Printers' Ink (which changed its name to Marketing/Communications before being discontinued): Page Volume by Publication (historic; examples only)

Box 44

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55:1-6 The Rome Report of Business Publication Advertising (semi-annual compilations of the advertising appearing in approximately 500 - number varies by year - business publications; lists advertisers in alphabetical order, the publications scheduled, the total space run and the dollar expenditure in each publication and in total; for a time, this series of reports was published under the Media Records banner)

Box 44

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55:1-7 Other Business Publication Ad Volume Estimates and Commentary (From time to time an investigating source, a magazine as often as not, takes statistics from a compiling source, such as the Rome Report, and works up "top ten" or "top one hundred" listings of advertisers [see also: ADV 55:1-2.3, Business Marketing, 100 Largest Advertisers in Business Publications are subsequently published in a variety of formats and commented on. This heading takes in these usually irregularly-published treatises.]

Box 44

**[Direct Mail Advertising Volume--see: ADV 35:3-14, DM Volume]**

Box 44

**ADV 55:2 General Magazines**

**Scope and Contents note**

See also: ADV 55:3, Multi-Media Expenditures, as many tabulations in that section include overall general magazine expenditure statistics; for example, the R.J. Coen/ Advertising Age multi-media compilations include general magazine figures, and occasional AA summary reports take these data back into the 1930s.

55:2-1 Advertising Age: Advertising Pages for U.S., Canadian and Foreign Consumer Publications (current month and cumulative)

55:2-1.1 Advertising Age: The Top (#) Magazine Advertisers (occasional compilations)	Box 44
[ Folio--see: ADV 35:4-6.4, The Folio 400]	Box 44
55:2-2 The Gallagher Report: Annual Consumer Magazine Advertising Scorecard (top one hundred publications tabulations - one for advertising revenue, the other for advertising pages)	Box 44
55:2-3 Printers' Ink (discontinued) (magazine ad-page volume; series published for the last time in PI's December 18, 1964 issue; historic examples only)	
55:2-3.1 Printers' Ink (discontinued): 150 Leading Magazine Advertisers of (year) (historic examples only)	Box 44
55:2-4 Publishers Information Bureau (This organization publishes a whole host of statistics on general magazine advertising and offers access to its data base. It is suggested that the full menu of services be obtained from the Bureau. The Marketing Information Center received questions directed in the main to the following services.)	
55:2-4.1 Magazine Totals	Box 44
55:2-4.2 Class Totals	Box 44
55:2-4.3 Brand Index	Box 44
55:2-4.4 Brand Detail, all sections	Box 44
55:2-5 The Rome Report of Expenditures in International Media (semi-annual compilation of advertising activity in approximately 450 - number varies from year-to-year - international and regional general business and news publications; features information by company, expenditures by broad product category, space run by publication year-to-date)	Box 44

## **ADV 55:3 Multi-Media Expenditures**

55:3-1 Advertising Age: forecasts and historical statistics, as prepared by Robert J. Coen

### **Scope and Contents note**

To quote Ad Age, "over the years, Robert J. Coen, senior Vice-President of McCann-Erickson, has become generally recognized as the 'official' keeper of the records concerning advertising expenditures, as well as the prognosticator of the future." Prior to writing for Ad Age, Mr. Coen published his compilations and analyses in the discontinued Printers' Ink which subsequently became Marketing/Communications now, too, defunct. Mr. Coen continued the pioneering work of the late Dr. L.D.H. Weld, Director of Research, McCann-Erickson, Inc., whose ad volume statistics appeared for many years in Printers' Ink. Coen/Weld expenditure data by medium are available back to the mid-1930s as a matter of course; earlier Weld by-medium statistics - which the MIC has on file - date back to at least 1928 and his total volume of advertising figures date back to 1867. It is interesting to compare the Coen-developed expenditure figures with those developed by Charles Yang and others and published in Advertising Age from 1965 through 1971 - see next subsection.

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55:3-1.1 Advertising Age: Estimated Annual Expenditures, compiled by Charles Yang and others.

Box 44

### **Scope and Contents note**

This historic series featured in Ad Age during the period 1965 through 1971 is interesting in that Mr. Yang used the input-output concept as the basis for his estimates; at the time of first publication, Ad Age claimed that the Yang estimates "based on solid government figures ... show a more consistent pattern of advertising growth ... than those developed for Printers' Ink by McCann-Erickson ..." See preceding subsection; the MIC has the complete series

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55:3-1.2 Advertising Age: 100 Leaders, Expenditures by Medium; by year

Box 44

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55:3-2 Doyle Dane Bernbach: Media Trends (annual report intended to provide a reference for media developments; trends shown for national and local/retail advertising expenditures, costs [rates], audience, CPM and other measurements unique to each medium)

Box 45

55:3-3 Leading National Advertisers, Inc.  
(LNA)

**Scope and Contents note**

LNA features a complete reporting of advertising expenditures in six major media: consumer magazines, newspaper supplements, network television, spot television, network radio, and outdoor.

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55:3-3.1 Company/Brand \$ (companies listed alphabetically showing company totals and ad expenditures for their brands in each medium) Box 45

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55:3-3.2 Ad \$ Summary (brands listed alphabetically showing total 6-media expenditures and media used, parent company, subsidiary and class identification) Box 45

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55:3-3.3 Class/Brand Quarterly (brands grouped within each of LNA's 240-plus product classes showing brand expenditures in each medium for current quarter data) Box 45

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55:3-3.4 Class/Brand Year-to-Date (brands grouped within each of LNA's 240-plus product classes showing brand expenditures in each medium for year-to-date data) Box 45

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55:3-4 Media/Scope (discontinued) National Advertising Expenditures Index (historic examples only) Box 45

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55:3-5 Printers' Ink - Marketing/Communications (discontinued): selected examples of historic studies

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55:3-5.1 How the Big 25 Advertised; Barbour Walker Lyndon study of the media choices of 25 advertisers during a fourteen-year period (1936-1949) Box 45

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55:3-5.2 Leading Advertisers of (year) and Their Expenditures; Barbour Walker Lyndon studies based on PIB figures, 1928-1946 Box 45

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55:3-5.3 Million Dollar Advertisers; Barbour Walker Lyndon studies in various forms	Box 45
55:3-5.4 M/C's National Advertising Index	Box 45
55:3-5.5 One Hundred Top Advertisers in (year); Barbour Walker Lyndon studies	Box 45
55:3-6 Public Relations Journal: The Cost of Corporate Advertising in year annual survey of corporate advertising spending, by medium	Box 45
55:3-7 Tide (discontinued)	
55:3-7.1 Advertising Index (historic examples)	Box 45
55:3-7.2 Survey of Media Buying Trends (historic example)	Box 45
<b>ADV 55:4 Miscellaneous Intelligence on Advertising Volume, N.E.C.</b>	
55:4-1 Printers' Ink (discontinued); historic studies showing expenditure practices of typical national advertisers in so-called "unmeasured" media	Box 45
55:4-2 Number of Ads Seen Daily	Box 45
55:4-3 Reference Sources for Advertising Volume Information	Box 45

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### **International Operations Series (IOP)**

**Physical Description:** 9 boxes

#### **Scope and Contents note**

The headings featured in this section tie in very closely with those to be found in the Administration, Advertising and Marketing sections of the Index. They are, really, international derivatives of domestic management and marketing topics; therefore, they should ALWAYS be used in conjunction with the headings to be found in ADM, ADV, MKT and SAL.

To the eye of the professional international marketer the headings may seem a bit cursory; however, the MIC each year receives only a relatively small handful of questions relating to international management/marketing subjects and the

paucity of international headings reflects the noticeable lack of questions on the overall topic.

**Processing Information:**

Note: "N.E.C." designates "Not Elsewhere Classified."

**IOP 0. ECONOMIC ENVIRONMENT**

Box 46

**IOP 0:1 The International Financial/Monetary System, N.E.C.**

0:1-1 Balance of Payments	Box 46
0:1-2 Eurodollars	Box 46
0:1-3 Petrodollars	Box 46

**IOP 0:2 America's Stake in International Trade, N.E.C.**

0:2-1 Patterns and Problems in U.S. Investments Overseas, N.E.C.	Box 46
0:2-2 McGraw-Hill Department of Economics series: Overseas Operations of U.S. Industrial Companies	Box 46
0:2-3 Foreign (including foreign media) Investment in the U.S.	Box 46

**Scope and Contents note**

See also: IOP 0:4, Tariffs and Trade Policies: Imports

**IOP 0:3 Regional Trade Groupings: Commentary, N.E.C. (e.g. Common Market Implications for U.S.)**

**Scope and Contents note**

See also: IOP 10:4, Trading Markets, and Marketing by Continent and Country, selected subsections

Box 47

0:3-1 ANCOM (Andean Common Market)	Box 47
0:3-2 Arab Economic Unity Agreement	Box 47
0:3-3 ASEAN (Association of South East Asian Nations)	Box 47

0:3-4 Benelux	Box 47
0:3-5 CACM (Central American Common Market)	Box 47
0:3-6 CARIFTA (Caribbean Free Trade Area)	Box 47
0:3-7 CMEA (COMECON) (Council for Mutual Economic Assistance)	Box 47
0:3-8 East African Community	Box 47
0:3-9 EEC (European Economic Community)	Box 47
0:3-10 EFTA (European Free Trade Association)	Box 47
0:3-11 LAFTA (ALALC) (Latin American Free Trade Association)	Box 47
0:3-12 NAFTA (North American Free Trade Area)	Box 47
0:3-13 NORDEK (The Nordic Council)	Box 47
0:3-14 OCAM (Organization Commune Africaine et Malgache)	Box 47
0:3-15 Other Regional Groupings, N.E.C.	Box 47

**IOP 0:4 Tariffs and Trade Policies: Imports (includes information for those exporting to the United States)**

Box 47

**IOP 0:5 Trade Zones**

Box 47

**IOP 0:6 World Business/Economic Forecasts and Reviews, N.E.C.**

0:6-1 McGraw-Hill Department of Economics "World Business Outlook" series (discontinued)	Box 47
0:6-2 The New York Times Annual International Economic Review (discontinued)	Box 47

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0:6-3 International Economic Indicators,  
N.E.C. Box 48

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0:6-3.1 Business International's Annual  
Indicators of Market Size Box 48

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**IOP 0:7 World Industry: Rankings of Top Companies, N.E.C.**

**Scope and Contents note**

See also: ADM 0:2-4.14, Rankings of U.S. Corporations, all subsections

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0:7-1 Business Week: surveys of international  
corporate performance Box 48

---

0:7-2 Fortune: Largest Industrials Outside  
the U.S. (includes variations similar to this  
series; for example, The Largest Industrial  
Companies in the World) Box 48

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0:7-3 President Magazine: "President  
Directory" (Japan) Box 48

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0:7-4 Ward's Leading Worldwide  
Corporations Box 48

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**IOP 5. FUNDAMENTALS OF INTERNATIONAL BUSINESS**

**IOP 5:1 Organizing for International Business, N.E.C. (frameworks and  
guidelines for structuring international and multinational operations:  
analyzing foreign opportunities)**

**Scope and Contents note**

See also: ADM 0, CORPORATE ORGANIZATION, all subsections; IOP  
10, INTERNATIONAL MARKETING/EXPORTING, selected subsections;  
IOP 5:2, Multinational Corporations, selected subsections; IOP 5:5,  
International Law, all subsections

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5:1-1 Foreign Divestment Box 48

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5:1-2 Joint Ventures Overseas Box 48

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5:1-3 Plant Site Selection Box 48

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**Scope and Contents note**

See also: ADM 0:2-10.7.2, Plant Location

5:1-4 Selecting Overseas Representatives

Box 48

**IOP 5:2 Multinational Corporations: Their Place in World Markets: Problems, Profiles - including Forbes' listing of 100 Largest U.S. MNCs - and Prospects in Combination and/or N.E.C. (the evolution of MNCs)**

**Processing Information:**

Note: Materials in IOP 5:2 continue in Box 49.

Box 48

**IOP 5:2 Multinational Corporations: Their Place in World Markets: Problems, Profiles - including Forbes' listing of 100 Largest U.S. MNCs - and Prospects in Combination and/or N.E.C. (the evolution of MNCs)**

**Processing Information:**

Note: Materials in IOP 5:2 begin in Box 48.

**Scope and Contents note**

See also: IOP 5:1, Organizing for International Business, N.E.C.; IOP 0:2-1, Patterns and Problems in U.S. Investments Overseas, N.E.C. for information on MNCs' Investments Overseas; IOP 10:4, Trading Markets by Country, for MNC effects on specific areas or countries; IOP 5:6, International (comparative) Management, selected subsections for information on specific MNC management topics, e.g. the MNC financial function; also other specific topics wherever MNCs might be involved.

Box 49

5:2-1 MNCs' Impact on International Marketing

Box 49

5:2-2 MNC Controversies, N.E.C.

5:2-2.1 MNC/Host Country Relations (includes problems of foreign MNCs operating in the U.S.)

Box 49

5:2-2.2 MNC/MN Union Challenges

Box 49

5:2-2.3 MNCs and the LDCs

Box 49

**Scope and Contents note**

See also: IOP 10:4, Third World or LDC countries, marketing references

5:2-2.4 Rejoinders to Such Claims as: MNCs Rob Domestic Workers of Jobs and

Adversely Affect the Balance of Payments

Position Box 49

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5:2-2.5 Social Role of the MNCs Box 49

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5:2-2.6 Technology Transfer, International Box 49

**IOP 5:3 Financial Aspects of Overseas Operations, N.E.C.**

5:3-1 Evaluating Profitability (ROI) of Overseas Operations Box 49

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5:3-2 Interpretation of Overseas Financial Operations (reporting foreign operations) Box 49

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5:3-3 Overseas Production Costs Box 49

**Scope and Contents note**

See also: IOP 5:6-3, International Management, Experiences with Overseas Work Forces

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5:3-4 Raising Capital for Overseas Operations (includes information on agencies that help finance foreign trade) Box 49

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5:3-5 Unusual Overseas Payments (corporate corruption) Box 49

**Scope and Contents note**

See also: IOP 10:3-3, Cultural Analysis

**IOP 5:4 Foreign Competition**

**Scope and Contents note**

See also: IOP 5:2-2.6, Technology Transfer; IOP 0:2-3, Foreign Investment in the U.S.

Box 49

**IOP 5:5 International Law**

**Scope and Contents note**

See also: specific subjects throughout IOP classifications for information on law as it applies to particular topics; for example, IOP 5:1-2, Joint Ventures Overseas for legal problems in the venturing process

5:5-1 Legal Perspective, N.E.C. (information on international tax relations, tax havens, guides to restrictive business practices, etc.)

Box 49

**Scope and Contents note**

See also: ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, selected subsections; MKT 35, LEGAL ASPECTS OF MARKETING, selected subsections

5:5-2 Industrial Property Rights (copyrights, patents, trademarks, etc.)

Box 49

**Scope and Contents note**

See also: ADM 0:2-10, Public Affairs/Relations, sections on Copyrights, Logos, Slogans, Trade Characters/Names and Marks, Corporate; Patents and Patenting

5:5-3 Overseas Licensing/International Sales/Marketing Contracts

Box 49

**IOP 5:6 International (comparative) Management: Role, Problems and Techniques of the International Manager, N.E.C. (information on international management development and specific international management functions such as international financial management)**

**Processing Information:**

Note: Materials in IOP 5:6 continue in Box 50.

Box 49

**IOP 5:6 International (comparative) Management: Role, Problems and Techniques of the International Manager, N.E.C. (information on international management development and specific international management functions such as international financial management)**

**Processing Information:**

Note: Materials in IOP 5:6 begin in Box 49.

**Scope and Contents note**

See also: ADM, ADMINISTRATION, all subsections

Box 50

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5:6-1 Compensation of International  
Management: Programs, Guidelines, Trends Box 50

**Scope and Contents note**

See also: IOP 10:3-3, Cultural Analysis; ADM 0:2-8.4, Compensation, Executive/Management, all subsections; ADV 5:10-9, Advertising Agencies, Personnel, Salaries; MKT 40:1-2.1.3, Marketing Communications Management, Statistical Profiles including Compensation; SAL 20:1, 20:2, 20:3, Compensation, sales

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5:6-2 Consultants Overseas Box 50

**Scope and Contents note**

See also: ADM 0:2-7.3, Consultants

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5:6-3 Experiences with Overseas Work Forces  
(managing human resources on the global  
scale) Box 50

---

5:6-4 Foreign Nationals in International  
Management Box 50

---

5:6-5 Management in the Developing  
Countries Box 50

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**IOP 10. INTERNATIONAL MARKETING**

**Scope and Contents note**

See also: MKT, MARKETING, all subsections

**IOP 10:1 International Marketing/Export Marketing: Organization,  
Planning and Strategy, N.E.C. (includes Fortune 50 Leading Exporters)**

**Scope and Contents note**

See also: IOP 5:1, Organizing for International Business, all subsections;  
IOP 10:3-2.1.1, Sources of Overseas Marketing Information

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10:1-1 Comparative Marketing Box 51

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10:1-2 Integrated Distribution Box 51

---

10:1-3 New Product Introduction Overseas

**Scope and Contents note**

See also: MKT 60, NEW PRODUCT DEVELOPMENT AND INTRODUCTION, all subsections

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10:1-3.1 Product Life Cycles in Global Marketing Strategies Box 51

**Scope and Contents note**

See also: MKT 60:2-2, Product Life Cycles

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10:1-4 Standardized Marketing (includes information on Global Marketing) Box 51

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**IOP 10:2 International Marketing Communications**

10:2-1 Advertising Operations: Practices, Problems, Principles, Procedures and Strategies for U.S. Firms Selling Overseas, N.E.C. (advertising from an international point of view) Box 51

**Scope and Contents note**

See also: ADV, ADVERTISING, all subsections; IOP 10:3-1, Advertising Management

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10:2-2 International Communications and the Advertising Industry in: by country within each defined continent or area as follows:  
10:2-2.1 Africa, N.E.C. Box 51

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10:2-2.2 America, Central, N.E.C. Box 51

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10:2-2.3 America, North, N.E.C. Box 51

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10:2-2.4 America, South, N.E.C.  
10:2-2.4.1 Latin America advertising references Box 51

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10:2-2.5 Asia, N.E.C.  
10:2-2.5.1 Middle East advertising references Box 51

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10:2-2.6 Australia/New Zealand Box 51

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10:2-2.7 Europe, East Box 51

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10:2-2.8 Europe, West	Box 51
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10:2-2.9 Third World or Less Developed Country (LDC) advertising references	Box 51
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**Scope and Contents note**

These files should always be used in conjunction with IOP 10:2-7, selected subsections

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10:2-3 Global Challenges to Advertising	Box 51
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**Scope and Contents note**

See also: ADV 15, ATTITUDES TOWARDS ADVERTISING, all subsections; ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, all subsections; ADV 30, LEGAL ASPECTS OF ADVERTISING; MKT 35, LEGAL ASPECTS OF MARKETING, all subsections particularly MKT 35:3, Consumerism

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10:2-4 International Advertising Concepts and Techniques, N.E.C.	
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10:2-4.1 Centralization (centrally-developed advertising campaigns)	Box 51
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10:2-4.2 Decentralization (local - including co-op advertising)	Box 51
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**Scope and Contents note**

See also: ADV 50:3, Cooperative Advertising

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10:2-4.3 Standardization and/or Transference	Box 51
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**Scope and Contents note**

See also: IOP 10:1-4, Standardized Marketing

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10:2-5 International Copy Techniques, N.E.C.	
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**Scope and Contents note**

See also: ADV 50:4, Copy Approaches and Themes, all subsections

---

10:2-5.1 Corporate Messages in International Advertising, N.E.C.	Box 51
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**Scope and Contents note**

See also: ADV 50:4-3.9, Copy Approaches and Themes, Corporate Image

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10:2-5.2 Copy Translation and Writing Problems

Box 51

**Scope and Contents note**

See also: IOP 10:3-3, Cultural Analysis; IOP 10:4, Trading Markets, Marketing in, and Marketing Research by Country, for problems which might arise in specific countries or areas of the world

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10:2-6 International Advertising Agencies, N.E.C.

**Scope and Contents note**

See also: ADV 5, ADVERTISING AGENCIES, all subsections

---

10:2-6.1 Advertising Age Annual Compilations: foreign agency income reports and profiles

Box 51

10:2-6.2 American Association of Advertising Agencies, Inc., Directories of The Advertising Agency Business Around The World (historic)

Box 51

10:2-6.3 Advertising World's Annual Review of International Agency Billings from the U.S.

Box 51

10:2-6.4 Other Compilations of Overseas Ad Agency Billing Statistics

Box 51

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10:2-7 International Advertising Media

**Scope and Contents note**

See also: ADV 35, MEDIA, all subsections

---

10:2-7.1 International Advertising Media, N.E.C. (role, flavor and kinds of media available overseas to the American marketer)

Box 51

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10:2-7.2 Business Papers Overseas, N.E.C.

**Scope and Contents note**

See also: ADV 35:1, Media, Business Papers, all subsections. See IOP 10:2-7.5 for material covering business papers and mass media in combination.

Information filed by country within each defined continent or area as follows:

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10:2-7.2.1 Africa, N.E.C.	Box 51
10:2-7.2.2 America, Central, N.E.C.	Box 51
10:2-7.2.3 America, North, N.E.C.	Box 51
10:2-7.2.4 America, South, N.E.C.	
10:2-7.2.4.1 Latin America business paper references	Box 51
10:2-7.2.5 Asia, N.E.C.	Box 52
10:2-7.2.5.1 Middle East business paper references	Box 52
10:2-7.2.6 Australia/New Zealand	Box 52
10:2-7.2.7 Europe, East, N.E.C.	Box 52
10:2-7.2.8 Europe, West, N.E.C.	Box 52
10:2-7.2.9 Third World or Less Developed Country (LDC) business paper references	Box 52
10:2-7.3 Catalogs	Box 52

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**Scope and Contents note**

See also: ADV 35:2, Catalogs, all subsections

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10:2-7.4 Direct Mail/Mail Marketing/Direct Response Advertising	Box 52
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**Scope and Contents note**

See also: ADV 35:3, Direct Mail, all subsections

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10:2-7.5 Mass Media (general magazines, cinema, TV, posters, etc., individually or in combination)	
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Information filed by country within each continent or area as follows:

10:2-7.5.1 Africa, N.E.C.	Box 52
10:2-7.5.2 America, Central, N.E.C.	Box 52
10:2-7.5.3 America, North, N.E.C.	Box 52
10:2-7.5.4 America, South, N.E.C.	
10:2-7.5.4.1 Latin America mass media references	Box 52
10:2-7.5.5 Asia, N.E.C.	
10:2-7.5.5.1 Middle East mass media references	Box 52
10:2-7.5.6 Australia/New Zealand	Box 52
10:2-7.5.7 Europe, East, N.E.C.	Box 52
10:2-7.5.8 Europe, West, N.E.C.	Box 52
10:2-7.5.9 Third World or Less Developed Country (LDC) mass media references	Box 52
<hr/>	
10:2-8 Media Buying, Planning and Selection in International Marketing, N.E.C.	
<b>Scope and Contents note</b>	
See also: IOP 10:2-2, International Communications and the Advertising Industry in: selected subsections; ADV 50:5, Media Buying, Evaluation and Selection, all subsections	
<hr/>	
10:2-8.1 Checklists for International Media Buying and Planning	Box 52
<hr/>	
10:2-8.2 Media Buying, Planning and Selection	
Arranged by country within each continent or area as follows:	
<hr/>	
10:2-8.2.1 Africa, N.E.C.	Box 52
<hr/>	
10:2-8.2.2 America, Central, N.E.C.	Box 52
<hr/>	
10:2-8.2.3 America, North, N.E.C.	Box 52
<hr/>	
10:2-8.2.4 America, South, N.E.C.	

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10:2-8.2.4.1 Latin America buying, planning and selection references	Box 52
<hr/>	
10:2-8.2.5 Asia, N.E.C.	
10:2-8.2.5.1 Middle East buying, planning and selection references	Box 52
<hr/>	
10:2-8.2.6 Australia/New Zealand	Box 52
<hr/>	
10:2-8.2.7 Europe, East, N.E.C.	Box 52
<hr/>	
10:2-8.2.8 Europe, West, N.E.C.	Box 52
<hr/>	
10:2-8.2.9 Third World or Less Developed Country (LDC) buying, planning and selection references	Box 52
<hr/>	
10:2-9 International Circulation Auditing and Audience Measurement	Box 52
<hr/>	
<b>Scope and Contents note</b>	
See also: ADV 50:5-4.2, Circulation (Audience/Universe/Total Audience) Measurement and Research Concepts, all subsections; ADV 50:5-4.3, Circulation (Audience/Universe): Auditing Bureaus, all subsections; ADV 50:5-4.4, Circulation (Audience/Universe): Auditing Bureaus Around the World	
<hr/>	
10:2-10 World Advertising Expenditures	
10:2-10.1 Starch INRA Hooper/IAA Compilations and Commentary	Box 52
<hr/>	
10:2-10.2 World Advertising Expenditures, N.E.C. (individual country or regional statistics other than U.S.; for U.S. expenditures see ADV 55, ADVERTISING VOLUME: EXPENDITURES IN MAJOR MEDIA, selected subsections)	Box 52
<hr/>	
10:2-11 Exhibiting Overseas, N.E.C.	
<b>Scope and Contents note</b>	
See also: MKT 25, EXHIBITS AND SHOWS, selected subsections	
<hr/>	
10:2-11.1 Trade Fairs	Box 52
<hr/>	
10:2-11.2 Trade Missions	Box 52

10:2-12 Public Relations as an Overseas  
Marketing Tool Box 52

**Scope and Contents note**

See also: ADM 0:2-10, Public Affairs/Relations all subsections

---

10:2-13 Sales Promotion Overseas Box 52

**Scope and Contents note**

See also: MKT 40:1-7, Sales Promotion Management; SAL 30, SALES PROMOTION, all subsections

---

**IOP 10:3 International Marketing Management, N.E.C.**

**Scope and Contents note**

See also: MKT 40, MARKETING/COMMUNICATIONS ADMINISTRATION, all subsections

---

10:3-1 International Advertising  
Management: Controlling the Overseas  
Advertising Operation Box 52

**Scope and Contents note**

See also: MKT 40:1-2.1, Advertising Management, selected subsections; ADV 10, ADVERTISING APPROPRIATIONS, all subsections

---

10:3-2 International Marketing Research  
Management

**Scope and Contents note**

See also: MKT 40:1-5, Market Research Management, and subsection

---

10:3-2.1 International Marketing and  
Information Research Techniques, N.E.C.

**Scope and Contents note**

See also: IOP 10:4, Trading Markets, Marketing in, and Marketing Research, by Country and/or Continent, selected subsections for research techniques applicable to specified geographic areas; MKT 50, MARKETING RESEARCH, all subsections

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10:3-2.1.1 Sources of Overseas Marketing  
Information, N.E.C. Box 52

**Scope and Contents note**

See also: specific IOP classifications; for example: IOP 5:3-4, Raising Capital for Overseas Operations, for information on

sources that aid in financing overseas trade; MKT 50:7, Sources of Information

10:3-3 Cultural Analysis: commentary on such topics as cultural shock and reverse cultural shock, "getting along with" local communities and businessmen, prices/earnings around the globe, business etiquette overseas, international terrorism, business customs abroad

Box 53

**Scope and Contents note**

See also: IOP 10:4, Trading Markets, and Marketing, by Country and/or Continent, selected subsections for information on allied topics on a "by country" or "by area" basis; IOP 5:3-5, Unusual Overseas Payments

**IOP 10:4 Trading Markets, Marketing in, Marketing Research and Economic Conditions by Country and/or Continent/Region**

10:4-1 Africa, N.E.C.	Box 53
10:4-2 America, Central, N.E.C.	Box 53
10:4-3 America, North, N.E.C.	Box 53
10:4-4 America, South, N.E.C.	
10:4-4.1 Latin America marketing references	Box 53
10:4-5 Asia, N.E.C.	
10:4-5.1 Middle East marketing references	Box 53
10:4-6 Australia/New Zealand	Box 54
10:4-7 Europe, East, N.E.C.	Box 54
10:4-8 Europe, West, N.E.C.	Box 54
10:4-9 Third World or Less Developed Country (LDC) marketing references	Box 54
10:4-10 International Trading Markets in Combination or N.E.C.	Box 54

**IOP 10:5 Trade Associations Overseas**

**Scope and Contents note**

See also: MKT 80, TRADE ASSOCIATIONS; IOP 10:3-2.1.1, Sources of Overseas Marketing Information

Box 54

[Return to Table of Contents](#)

**Marketing Series (MKT)**

**Physical Description:** 20 boxes

**Scope and Contents note**

No headings are provided in this section for the so-called "standard" marketing research reference works to be found in any business library. Such reference works would include: the U.S. Census of Manufactures; the U.S. Annual Survey of Manufactures; the Current Industrial Reports; the U.S. Industrial Outlook; County Business Patterns; the Bureau of the Census Catalog; the Directory of Federal Statistics for Local Areas, a Guide to Services; Predicast's F&S Index; The Wall Street Transcript; S&P's Register of Corporations; Directors and Executives; S&P's Industry Surveys; Moody's Industrial Manual ... ad infinitum.

**Processing Information:**

Note: "N.E.C." designates "Not Elsewhere Classified."

**MKT 0. MARKETING: ROLE AND GENERAL THEORY OF MARKETING**

**Scope and Contents note**

See also: MKT 5, MARKETING CONCEPTS, miscellaneous subsections; IOP 10, INTERNATIONAL MARKETING, miscellaneous subsections for comparative marketing concepts and systems

**MKT 0:1 Marketing Issues (historical and contemporary), Practices and Theories, in combination or N.E.C.**

**Processing Information:**

Note: Materials in MKT 0:1 continue in Box 55.

Box 54

**MKT 0:1 Marketing Issues (historical and contemporary), Practices and Theories, in combination or N.E.C.**

**Processing Information:**

Note: Materials in MKT 0:1 begin in Box 54.

Box 55

## **MKT 0:2 Marketing: Science or Process?**

Box 55

### **MKT 0:3 Industrial vs. Consumer: Marketing Differences (includes information on industrial goods marketing)**

#### **Scope and Contents note**

See also MKT 50:2-4, Market Analysis and Sales Forecasting, all subsections

0:3-1 Industrial vs. Consumer Markets: Size Estimates (includes Beckman and other similar studies)

Box 55

### **MKT 0:4 Metamarketing: The Furthering (marketing) of Organizations, Persons, Places, Causes, Services (includes information on such things as the advertising of fees and services by professionals)**

#### **Scope and Contents note**

See also MKT 5:2-10, Social/Ethical Responsibility Concept

Box 55

### **MKT 0:5 Retailing/Wholesaling/Merchandising**

#### **Scope and Contents note**

See also: ADV 50:6, Merchandising, selected subsections

0:5-1 "Cents-Off" Couponing

Box 55

### **MKT 0:6 Terms and Definitions**

#### **Scope and Contents note**

See also: MKT 50:1-2, Marketing Research, Definitions and Terms; ADM 0:2-4.5.1, Dictionaries of Economic Terms; ADV 35:6, Media/Advertising Terms and Definitions

Box 55

## **MKT 5. MARKETING CONCEPTS**

**MKT 5:1 Marketing Concepts, N.E.C. (theory and role of the original post-World War II concept; i.e., making the customer the focal point towards which all business activity is directed; includes commentary on issues, applications and proposed deepening, broadening, and furthering of the basic concept)**

Box 55

### **MKT 5:2 Marketing Concept Variations**

Box 56

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5:2-1 Barter Trading Concept (reciprocal dealing) Box 56

**Scope and Contents note**

See also: ADV 5:4-1.1, Barter and Brokerage of Media Space and Time

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5:2-2 Brand and Product Line Concept Box 56

**Scope and Contents note**

See also: MKT 40:1-3, Brand/Product/Project, etc., Management, and all subsections

---

5:2-3 Customer Service Concept Box 56

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5:2-4 Demarketing Concept Box 56

**Scope and Contents note**

See also: MKT 45, MARKETING IN AN ABNORMAL ECONOMY

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5:2-5 Generic Concept Box 56

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5:2-6 Marketcentering Concept Box 56

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5:2-7 Marketing Mix Concept (includes information on the overall topic "marketing communications" ) Box 56

**Scope and Contents note**

See also: MKT 5:2-11, Systems Concept and subsections

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[Metamarketing Concept--see: MKT 0:4, Metamarketing] Box 56

---

5:2-8 Pooled Marketing Concept Box 56

---

5:2-9 Positioning Concept (includes information on repositioning old products) Box 56

**Scope and Contents note**

See also: ADV 50:4-3.8, Copy: Comparative/Comparison

---

5:2-10 Social/Ethical Responsibility Concept Box 56

**Scope and Contents note**

See also: ADM 0:2-10.32, Social and Ethical Responsibility, Corporate; ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, miscellaneous subsections; MKT 35:3, Consumerism; MKT 50:6, Ethics in Marketing Research

5:2-11 Systems Concept

5:2-11.1 Systems-Selling Sub Concept Box 56

5:2-12 Vertical Integration/Scrambled-Marketing/Dual Distribution Concept

Box 56

**Scope and Contents note**

See also: MKT 20:2, Channel Analysis Management and Theory

**MKT 10. COSTS: MARKETING AND DISTRIBUTION**

**Scope and Contents note**

See also: MKT 50:1-1, Marketing Research Costs; MKT 55, PRICING; SAL 20, SALES COSTS, all subsections

**MKT 10:1 Cost Analysis and Determination (financial dimension of marketing), N.E.C.**

10:1-1 Marketing Audits Box 56

**MKT 10:2 Cost Reduction**

Box 56

**MKT 10:3 Marketing Costs/Sales Ratios**

Box 56

**MKT 10:4 Small Orders: Problems and Solutions**

Box 56

**MKT 15. METRICATION IN MARKETING**

**MKT 15:1 Current Status and General Impact of Conversion**

15:1-1 By-Industry Conversion Status and Impact Box 56

**MKT 15:2 Sources of Instructional Materials**

Box 57

**MKT 20. DISTRIBUTION**

**MKT 20:1 Distribution Concepts and Methods, N.E.C.**

**Scope and Contents note**

See also: MKT 5, MARKETING CONCEPTS, miscellaneous subsections

Box 57

**MKT 20:2 Channel Analysis Management and Theory**

**Scope and Contents note**

See also: MKT 5:2-12, Vertical Integration/Scrambled-Marketing/Dual Distribution Concept

Box 57

**MKT 20:3 Education in and for Distribution**

**Scope and Contents note**

See also: ADM 0:2-8.21, Training and Development, miscellaneous subsections; MKT 40:3, Marketing/Communications, Careers, Education, Recruitment, Training and Development, miscellaneous subsections

Box 57

**MKT 20:4 Franchised Distribution (Franchising) (includes licensing)**

Box 57

**MKT 20:5 Inventory Management**

Box 57

**MKT 20:6 Percent of Sales by Channel of Distribution**

**Scope and Contents note**

See also: MKT 20:2, Channel Analysis Management and Theory

Box 57

**MKT 20:7 Physical Distribution (marketing logistics; includes information on physical distribution management)**

Box 57

**MKT 20:8 Traffic, Transportation and Distribution: Departments and Management, N.E.C.**

**Scope and Contents note**

See also: MKT 20:7, Physical Distribution

Box 57

**MKT 20:9 Distributors**

20:9-1 Distributors: Their Place in Industry  
(includes distribution compensation data)

Box 57

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20:9-2 Organizing and Building a Distributor System	
20:9-2.1 Selecting and Evaluating Distributors	Box 57
20:9-3 Lines Handled by Distributors	Box 57
20:9-4 Operations Surveys	Box 57
20:9-5 Dealer Margins/Commissions/Motivation	Box 57

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**Scope and Contents note**

See also: MKT 20:10-5, Manufacturers' Agents and Representatives, Commission Rates; SAL 20:2, 20:3, and 20:3-1, Sales Compensation; SAL 15:5, Motivating the (Sales) Staff, all subsections

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20:9-6 Distributor Promotion	Box 57
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**Scope and Contents note**

See also: ADV 50:4-3.11, Copy Approaches and Themes, Distributor; ADV 50:6-2, Merchandising to Distributors

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20:9-7 Manufacturer/Distributor Relations, N.E.C.	
20:9-7.1 Distributor Training	Box 57

**Scope and Contents note**

See also: SAL 35, SALES TRAINING AND DEVELOPMENT, and references contained there

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20:9-8 Distributor/Customer Relations	Box 57
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20:9-9 Distributors' and Manufacturers' Agents' Salespeople	Box 57
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**Scope and Contents note**

See also SAL, Sales, all headings

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**MKT 20:10 Manufacturers' Agents and Representatives**

**Scope and Contents note**

See also: MKT 20:9-9, Distributors' and Manufacturers' Agents' Salespeople; SAL, Sales, all headings

20:10-1 Role and Operation, N.E.C.

Box 58

**Scope and Contents note**

See also: MKT 20:9-9, Distributors' and Manufacturers' Agents' Salespeople

20:10-2 Finding, Selecting, Hiring

Manufacturers' Agents

20:10-2.1 Manufacturer-Agent/  
Representative Agreements

Box 58

20:10-3 Agents/Representatives vs. Company  
Sales Force

Box 58

20:10-4 Manufacturer-Agent/Representative  
Relations

Box 58

20:10-5 Commission Rates

Box 58

**Scope and Contents note**

See also: MKT 20:9-5, Dealer Margins/Commissions/Motivation; SAL 20:2, 20:3, 20:3-1, Sales Compensation

**MKT 25. EXHIBITS AND SHOWS**

**MKT 25:1 Exhibits and Shows as a Marketing Medium**

**Scope and Contents note**

See also: IOP 10:2-11, Exhibiting Overseas, N.E.C., and selected subsections

Box 58

**MKT 25:2 Show Selection and Participation Procedures**

Box 58

**MKT 25:3 Trade Show Trends: Annual Audience Statistics, Quality and Activity Indicators**

Box 58

**MKT 25:4 Exhibit Planning, Management and Operation**

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25:4-1 Exhibit Planning, Management and Operation, N.E.C. Box 58

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25:4-2 Auditing Procedures: Audience Measurement, Exhibit Effectiveness/ Evaluation Yardsticks Box 58

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25:4-3 Budgeting and Cost Control Box 58

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25:4-4 Hospitality Suites Box 58

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**Scope and Contents note**

See also: ADM 0:2-7.2.5, Conferences, Conventions, Seminars and Meetings, all subsections

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25:4-5 Security Box 58

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**MKT 25:5 Mobile Exhibits and Shows**

Box 58

**[Overseas Exhibiting--see: IOP 10:2-11]**

Box 58

**MKT 30. PRODUCTIVITY IN MARKETING**

**Scope and Contents note**

See also: ADM 0:2-4.12, Productivity, and subsections

Box 58

**MKT 35. LEGAL ASPECTS OF MARKETING**

**Scope and Contents note**

See also: ADM 0:2-10.32, Social and Ethical Responsibilities, Corporate; ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, miscellaneous subsections; ADV 30, LEGAL ASPECTS OF ADVERTISING; IOP 10:2-3, Global Challenges to Advertising; MKT 5:2-10, Social Responsibility Concept

**MKT 35:1 Legal Aspects and Restrictive Regulations, N.E.C. (includes general information on government and marketing)**

Box 58

**MKT 35:2 Fair Trade**

Box 58

**MKT 35:3 Consumerism**

**Scope and Contents note**

See also: specific topics listed under main heading and IOP 10:2-3, Global Challenges to Advertising; ADM 0:2-10.8, Consumer Affairs Departments; MKT 5:2-3, Customer Service Concept

Box 58

**MKT 35:4 Licensing Practices**

**Scope and Contents note**

See also: IOP 5:5-3, Overseas Licensing/International Sales, Marketing Agreements

Box 58

**MKT 35:5 Product Liability/Safety/Testing/Warranties/Quality Control**

**Scope and Contents note**

See also: ADM 0:2-4.12, Productivity, N.E.C.

Box 58

**MKT 35:6 Product Recalls**

Box 59

**MKT 35:7 Value Added Taxation (VAT)**

Box 59

**MKT 40. MARKETING/COMMUNICATIONS ADMINISTRATION**

**Scope and Contents note**

See also: ADM, ADMINISTRATION, all subsections for general administrative techniques which may be used in a marketing environment; this classification deals solely with specific management activities in the marketing area. See also: ADM 0:2-10, Public Affairs/Relations, miscellaneous subsections; SAL, SALES all subsections, particularly those dealing with Sales Management, and especially SAL 30, SALES PROMOTION, all subsections

**MKT 40:1 Marketing Functions**

40:1-1 Top Management's Role in Marketing

**Scope and Contents note**

See also: ADM 0:2-2, Presidents and CEOs

---

40:1-1.1 The Chief Marketing Executive

Box 59

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40:1-2 Marketing/Communications Management, N.E.C.

Box 60

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40:1-2.1 Advertising Management

**Scope and Contents note**

See also: MKT 40:2, Marketing Department Organization, miscellaneous subsections

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40:1-2.1.1 Duties, Functions, Skills Box 60

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40:1-2.1.2 Home Life/Health/Personal Data Box 60

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**Scope and Contents note**

See also: ADM 0:2-8.7, Health; MKT 40:3, Marketing/ Communications, Careers, Education, Recruitment, Training and Development, miscellaneous subsections

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40:1-2.1.3 Statistical Profiles Box 60

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**Scope and Contents note**

See also: MKT 40:1-8, Marketing Communications Functions Compensation

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40:1-2.1.4 Attitudes Towards Businesspapers Box 60

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**Scope and Contents note**

See also: ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, all subsections; ADV 15, ATTITUDES TOWARDS ADVERTISING, all subsections; IOP 10:2-3, Global Challenges to Advertising; MKT 35:3, Consumerism

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40:1-2.1.5 Corporate Media Directors Box 60

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**Scope and Contents note**

See also: ADV 5:4-2, House Agencies; ADV 5:10-6, Media Staff: Buyers, Directors, Planners; ADV 5:12-3, Media Departments

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40:1-3 Brand/Product/Project, etc.,  
Management

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40:1-3.1 Brand/Product Management

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40:1-3.1.1 "Branding" Box 60

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**Scope and Contents note**

"Branding" is a subject which has its roots in many areas of marketing; for example, it has its place in trade names/trademarks, the generic concept part of the marketing concept, consumer purchasing motivation and decisions, and the determination of marketing strategies. It is, therefore, difficult to catalog material

on the topic. In this file, documentation - mainly in the form of photocopies of material cataloged elsewhere - touching on "branding" in one way or another is brought together for easy reference. This section also features original documentation on "branding" when the text is too broad for finer classification. See also: ADM 0:2-10.22.1, "Brandstanding."

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40:1-3.2 Materials Management Box 60

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40:1-3.3 Production/Project Management Box 60

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40:1-4 Financial/Credit Management Box 60

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40:1-5 Market Research Management  
**Scope and Contents note**

See also: MKT 50, MARKETING RESEARCH, all subsections; MKT 40:3, Marketing/Communications Careers, Education, Recruitment, Training and Development, miscellaneous subsections; MKT 40:2, Marketing Department Organization, miscellaneous subsections

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40:1-5.1 Market Research Staff Box 60

**Scope and Contents note**

See also: MKT 40:3, Marketing/Communications Careers, Education, Recruitment, Training and Development, miscellaneous subsections

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40:1-6 Marketing Consultants Box 60

**Scope and Contents note**

See also: ADM 0:2-7.3, Consultants

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40:1-7 Sales Promotion Management Box 60

**Scope and Contents note**

See also: SAL 30, SALES PROMOTION, all subsections; MKT 40:2, Marketing Department Organization, miscellaneous subsections

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40:1-8 Marketing Communications Functions  
Compensation (for key jobs in marketing,  
advertising, media, public relations) Box 60

**Scope and Contents note**

See also: ADM 0:2-8.4, Compensation: Executive/Management, all subsections; ADV 5:10-9, Advertising Agency Salaries; SAL 20:2, 20:3, 20:3-1, Sales Compensation

**MKT 40:2 Marketing Department Organization (for sales departments, see: SAL 10:4, Sales Departments, all subsections)**

40:2-1 Marketing/Communications Departments, in combination or N.E.C. Box 61

**Scope and Contents note**

See also: ADM 0:2-10, Public Affairs/Relations, miscellaneous subsections

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40:2-2 Advertising Departments Box 61

**Scope and Contents note**

See also: MKT 40:1-2, Marketing/Communications Management, N.E.C. and subsections, particularly MKT 40:1-2.1, Advertising Management, and subsections

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40:2-3 Market Research Departments Box 61

**Scope and Contents note**

See also: MKT 40:1-2, Marketing/Communications Management, N.E.C., and subsections, particularly MKT 40:1-5, Market Research Management and MKT 40:1-7, Sales Promotion Management; SAL 30, SALES PROMOTION, all subsections

**MKT 40:3 Marketing/Communications Careers, Education, Recruitment, Training and Development**

**Scope and Contents note**

See also: ADM 0:2-8.21, Training and Development, miscellaneous subsections; ADV 5:10, Advertising Agencies, Personnel, miscellaneous subsections; MKT 20:3, Education in and for Distribution; SAL 5, THE SALES PROFESSION, all subsections

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40:3-1 Careers in Marketing, N.E.C. Box 61  
40:3-1.1 Ethnic/Minorities in Marketing

**Scope and Contents note**

See also: ADM 0:2-7.8, Ethnic/Minorities in Management; SAL 5:3, Ethnic/Minorities in Selling

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40:3-1.2 Women in Marketing Box 61

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**Scope and Contents note**

See also: ADM 0:2-7.28, Women in Management; SAL 5:4, Women in Selling

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40:3-2 Careers in Communications, N.E.C.  
**Scope and Contents note**

See also: preceding cross-references

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40:3-2.1 Ethnics/Minorities in Communications Box 61

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40:3-2.2 Women in Communications Box 61

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40:3-2.3 Communications Industry Actuarial Tables Box 61

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40:3-3 Education for Marketing, N.E.C.  
**Scope and Contents note**

See also: ADM 0:2-8.21.5, Business Education, and subsection; SAL 5, THE SALES PROFESSION, for information on education for selling

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40:3-3.1 Education for Communications Box 61

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40:3-4 Recruitment, Training and Development for Marketing Communications, N.E.C. Box 61

**Scope and Contents note**

See also: ADM 0:2-8.16, Recruitment; ADM 0:2-8.21, Training and Development, all subsections; SAL 35, SALES RECRUITING, SELECTION AND TRAINING

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**MKT 40:4 Decision-Making in Marketing**

**Scope and Contents note**

See also: ADM 0:2-7.6, Decision-Making; MKT 50:2, Techniques of Marketing Research, miscellaneous subsections

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40:4-1 Marketing Decision-Making, N.E.C.  
(includes information on cognitive dissonance in marketing) Box 61

**Scope and Contents note**

See also: ADM 0:2-7.6 for further information on cognitive dissonance

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40:4-2 Advertising Decision-Making	Box 61
40:4-3 "Make or Buy" Decisions	Box 61
40:4-4 Computers in Marketing	Box 62

---

**Scope and Contents note**

See also: ADM 0:2-7.2.4, Computer Literacy

---

40:4-5 Gaming and Modeling in Marketing: Theory and Commentary, N.E.C.	
40:4-5.1 Modeling and Gaming Techniques Designed for Specific Marketing Application Decisions (this classification should always be used in conjunction with other marketing subject areas: for example, researchers seeking information on marketing channel analysis should first consult MKT 20:2, Channel Analysis Management and Theory, then they would refer to this classification section for information on models developed for channel analysis)	Box 62

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**MKT 40:5 Marketing Intelligence and Information Systems**

**Scope and Contents note**

See also: ADM 0:2-7.2.6, Information Systems and Retrieval; ADM 0:2-10.32, Social and Ethical Responsibilities, Corporate; MKT 5:2-10, Social/Ethical Responsibility Concept; MKT 35:3, Consumerism; MKT 50:6, Ethics in Marketing Research; SAL 10:5-2, Call Reports/Reporting, for information on sales force feedback; MKT 50:7, Sources of Information, all subsections

---

40:5-1 The Field of Marketing Intelligence	Box 62
40:5-2 Developing, Designing, Managing and Using Marketing Intelligence Systems, N.E.C.	Box 62
40:5-3 Competitive Intelligence	
40:5-3.1 Corporate Espionage	Box 62

---

**MKT 45. MARKETING IN AN ABNORMAL ECONOMY**

**Scope and Contents note**

See also: ADV 0:3, Advertising in an Abnormal Economy; ADV 50:2, Continuity and Repetition in Advertising, all subsections; MKT 5:2-4,

Demarketing Concept; MKT 55:6, Pricing Under Conditions of Economic Uncertainty; SAL 40:14, Selling in an Abnormal Economy

Box 63

## **MKT 50. MARKETING RESEARCH**

### **MKT 50:1 Role, General Theory and Elements of Marketing Research, N.E.C.**

#### **Scope and Contents note**

See also: IOP 10:3-2, International Marketing Research, and subsections; MKT 40:4, Decision-Making in Marketing, and subsections; MKT 40:1-5, Marketing Research Management; ADM 0:2-10.30, Research in Public Relations; ADV 40, ADVERTISING RESEARCH, all subsections

50:1-1 Marketing Research Costs

Box 64

#### **Scope and Contents note**

See also: MKT 10, COSTS: MARKETING AND DISTRIBUTION, miscellaneous subsections

50:1-2 Marketing Research Definitions and Terms

Box 64

#### **Scope and Contents note**

See also: MKT 0:6, Marketing, Terms and Definitions; ADV 35:6, Media/Advertising Terms and Definitions

50:1-3 ...(Year) Survey of Marketing Research (American Marketing Association)

Box 64

### **MKT 50:2 Techniques of Marketing Research (only the most-often-used tools and techniques of marketing research are accorded individual subsections in the following breakdowns; includes strategies for communications research)**

50:2-1 Techniques of Marketing Research, in combination or N.E.C.

#### **Scope and Contents note**

See also: miscellaneous subsections for specific applications of individual research techniques; for example, MKT 50:2-4, Market Analysis and Sales Forecasting, which involves applications of such techniques as Scaling, Regression Analysis, Time Series Analysis, etc. See, in addition, the following individual research technique headings - starting with MKT 50:2-1.1. These headings are but a representative

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selection of techniques which crop up from time to time as part of questions relating to marketing research.

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50:2-1.1 Bayesian Approach Box 64

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50:2-1.2 Behavioral Analysis/Science, Attitude/Motivational Research, N.E.C. Box 64

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50:2-1.3 Binomial Distribution Box 64

**Scope and Contents note**

See also: Sampling

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50:2-1.4 Bivariate Analysis Box 64

---

50:2-1.5 Canonical Analysis Box 64

---

50:2-1.6 Causal Modeling Box 64

---

50:2-1.7 Classical Statistical Analysis Box 64

---

50:2-1.8 Cluster Analysis Box 64

**Scope and Contents note**

See also: Sampling

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50:2-1.9 Cohort Analysis Box 64

---

50:2-1.10 Conjoint Measurement Box 64

---

50:2-1.11 Delphi Technique Box 64

---

50:2-1.12 Discriminant Analysis Box 64

---

50:2-1.13 Dynamic Programming Box 64

---

50:2-1.14 Econometric Analysis Box 64

**Scope and Contents note**

See also ADM 0:2-4.5, Economic and Business Forecasting, N.E.C.

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50:2-1.15 Experimentation Box 64

---

50:2-1.16 Factor Analysis Box 64

**Scope and Contents note**

See also: Latin Squares

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50:2-1.17 Feedback Box 64

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50:2-1.18 Fourier Analysis Box 64

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50:2-1.19 GERT (Graphic Evaluation and Review Technique) Box 65

**Processing Information:**

Note: Materials in MKT 50:2-1.19 continue in Box 66.

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50:2-1.19 GERT (Graphic Evaluation and Review Technique) Box 66

**Processing Information:**

Note: Materials in MKT 50:2-1.19 begin in Box 65.

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50:2-1.20 Group Discussion Technique Box 66

**Scope and Contents note**

See also: MKT 50:2-2.3, Group/Focus Group Interviewing

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50:2-1.21 Index Numbers Box 66

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50:2-1.22 Input/Output Analysis Box 66

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50:2-1.23 Latin Squares Box 66

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50:2-1.24 Linear and Non-Linear Programming Box 66

---

50:2-1.25 Logical Flow Analysis Box 66

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50:2-1.26 Longitudinal Analysis Box 66

---

50:2-1.27 Markov Processes Box 66

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50:2-1.28 Multidimensional Analysis Box 66

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50:2-1.29 Multivariate Analysis Box 66

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50:2-1.30 Probability Theory Box 66

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50:2-1.31 Projective Techniques	Box 66
50:2-1.32 Psychographics (Life-Style Measurement, including VALS)	Box 66
50:2-1.33 Queuing Theory	Box 66
50:2-1.34 Regression Analysis	Box 66
50:2-1.35 Sampling	Box 66
50:2-1.36 Scaling	Box 66
50:2-1.37 Sensitivity Analysis	Box 66
50:2-1.38 Sensorigraphics	Box 66
50:2-1.39 Sequential Analysis	Box 66
50:2-1.40 Shift Method	Box 66
50:2-1.41 Simulation	Box 66
50:2-1.42 Sociobiology	Box 66
50:2-1.43 Spectral/Cross-Spectral Analysis	Box 66
50:2-1.44 Technological Forecasting	Box 66
50:2-1.45 Time Series Analysis	Box 66
50:2-1.46 Variance/Covariance Analysis	Box 66
50:2-1.47 Verification/Validity/Reliability Procedures and Controls, N.E.C.	Box 66

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**Scope and Contents note**

See also: various subsections on Research; for example, MKT 50:2-2, Interviewers/Interviewing, N.E.C., and all subsections; MKT 50:2-3, Mail Surveys, N.E.C. and all subsections; MKT 50:2-4, Market Analysis and Sales Forecasting, N.E.C. and all subsections

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50:2-1.48 Voice Pitch Analysis (VOPAN); includes information on brain wave analysis	Box 66
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**Scope and Contents note**

See also: ADV 50:9-15, Visual and Other Autonomic Measurements

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50:2-2 Interviewers/Interviewing, N.E.C. Box 66

**Processing Information:**

Note: Materials in MKT 50:2-2 continue in Box 67.

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50:2-2 Interviewers/Interviewing, N.E.C. Box 67

**Processing Information:**

Note: Materials in MKT 50:2-2 begin in Box 66.

**Scope and Contents note**

See also: MKT 50:2-1.47, Verification/Validity/Reliability/Procedures and Controls, N.E.C.

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50:2-2.1 Linguistic Coding Box 67

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50:2-2.2 Elite and Opinion Leader  
Interviewing Box 67

---

50:2-2.3 Group/Focus Group Interviewing Box 67

---

50:2-2.4 Telephone Interviewing/Surveys;  
includes telephone interviewing in ad  
research Box 67

---

50:2-2.5 Central Location Interviewing Box 67

---

50:2-3 Mail Surveys, N.E.C.  
**Scope and Contents note**

See also: ADV 45:5, Inquiry Stimulation Elements; ADV 35:3-8, Direct Mail, Incentives

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50:2-3.1 Response Rate Improvement Box 67

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50:2-3.2 Bias in Response Box 67

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50:2-3.3 Questionnaire Construction Box 67

**Scope and Contents note**

Includes how-to-do-it information on media audience measurement, recognition research, preference studies, readership studies, consumer panels. See also: ADV 50:5-5.10.3, Media-Sponsored Research: Preference Studies

50:2-4 Market Analysis and Sales  
Forecasting, N.E.C. Box 67

**Processing Information:**

Note: Materials in MKT 50:2-4 continue in Box 68.

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50:2-4 Market Analysis and Sales  
Forecasting, N.E.C. Box 68

**Processing Information:**

Note: Materials in MKT 50:2-4 begin in Box 67.

**Scope and Contents note**

See also: specific research techniques in the MKT 50:2-1 subsections

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50:2-4.1 Marketing Objectives, Planning  
and Strategy, N.E.C.  
50:2-4.1.1 PIMS Project and Commentary  
(includes PIMS-Based studies relating to  
industrial ad expenditures and market  
share change) Box 69

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50:2-4.1.2 Sales & Marketing  
Management, Surveys of Buying Power Box 69

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50:2-4.1.3 Sales & Marketing  
Management, Surveys of Industrial and  
Commercial Buying Power Box 69

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50:2-4.1.4 Advertising Age Top Markets  
(discontinued) Box 69

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50:2-4.1.5 ADWEEK "Hot Markets" Box 69

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50:2-4.2 Market Segmentation, N.E.C.  
50:2-4.2.1 Marketing to Identified (e.g.  
segmented) Groups; i.e., minorities, youth,  
women, etc.

**Scope and Contents note**

See also: ADV 50:4-3.32, Women/Children/Models/Elderly in Copy/  
Commercials

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50:2-4.2.1.1 Identified or Segmented  
Groups in combination or N.E.C. Box 69

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50:2-4.2.1.2 Ethnic Market Box 70

**Scope and Contents note**

See also: ADV 50:4-3.23, Minorities/Ethnics in Copy/  
Commercials

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50:2-4.2.1.3 Women's Market Box 70

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50:2-4.2.1.4 Youth Market Box 70

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50:2-4.3 Market Share Measurement Box 70

**Scope and Contents note**

See also: MKT 50:2-4.1.1, PIMS Project & Commentary

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50:2-4.4 SIC Analysis and Research Box 70

**Scope and Contents note**

See also: ADV 50:5-4.14, Circulation: SIC Analysis

---

50:2-4.5 ZIP Analysis and Research Box 70

---

**MKT 50:3 Guidelines for Buying Research**

Box 70

**MKT 50:4 Research Report Writing**

**Scope and Contents note**

See also: ADM 0:2-7.2.7, Language Usage; ADM 0:2-7.2.13.1, Technical Writing; ADM 0:2-7.2.13, Writing; ADM 0:2-10.22, Media Publicity/Press Releases, N.E.C.; SAL 10:5-2, Call Reports/Reporting

Box 70

**MKT 50:5 Selling Management on the Value of Research/Information: Researcher/Management Relations**

**Scope and Contents note**

See also: MKT 40:5, Marketing Intelligence and Information Systems; ADM 0:2-7.2.6, Information Systems and Retrieval

Box 70

**MKT 50:6 Ethics in Marketing Research; guidelines for "good" research; standards of practice**

**Scope and Contents note**

See also: ADM 0:2-10.32, Social and Ethical Responsibilities, Corporate; ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, all subsections; MKT 5:2-10, Social/Ethical Responsibility Concept; IOP 10:2-3, Global Challenges to Advertising; MKT 35:3, Consumerism; MKT 40:1-5, Market Research Management; in addition, see ADV 50:5-5.10.6, Suggested Standards/Disclosure Forms for Media Research, and ADV 25:4-1, Advertising Codes of Ethics

Box 70

**MKT 50:7 Sources of Information, in combination or N.E.C.**

**Scope and Contents note**

See: content note at the beginning of the Marketing Series.

50:7-1 Techniques of Information Gathering Box 70

**Scope and Contents note**

See also: ADM 0:2-7.2.6, Information Systems and Retrieval; MKT 40:5, Marketing Intelligence and Information Systems and subsections; SAL 10:5-2, Call Reports/Reporting, for information on sales force feedback

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50:7-2 Bibliographies, Book Lists, including books on advertising, and reference works, N.E.C. Box 71

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50:7-3 Catalogs and Guides to Marketing Films Box 71

---

50:7-4 Informational and Statistical Programs of the U.S. Government Box 71

---

50:7-5 Marketing and Industrial Directories Box 71

---

50:7-6 Marketing and Industrial Maps Box 71

**MKT 55. PRICING**

**MKT 55:1 Pricing Policies, Practices and Theories, N.E.C.**

**Scope and Contents note**

See also: MKT 60:2-4, Product Development and Introduction; Marketing, Pricing and Marketing Budgets

Box 71

**MKT 55:2 Administered Pricing**

Box 71

**MKT 55:3 Price Cutting (Price Wars)**

Box 71

**MKT 55:4 Price Discrimination**

Box 71

**MKT 55:5 Price Raising**

Box 71

**MKT 55:6 Pricing Under Conditions of Economic Uncertainty**

**Scope and Contents note**

See also: MKT 45, MARKETING IN AN ABNORMAL ECONOMY

Box 71

**MKT 60. PRODUCT DEVELOPMENT AND INTRODUCTION**

**MKT 60:1 Development and Management**

60:1-1 Product Innovation, Development,  
Planning and Management, N.E.C.

Box 71

**Processing Information:**

Note: Materials in MKT 60:1-1 continue in Box 72.

60:1-1 Product Innovation, Development,  
Planning and Management, N.E.C.

Box 72-73

**Processing Information:**

Note: Materials in MKT 60:1-1 begin in Box 71.

**Scope and Contents note**

See also: ADM 0:2-9, Planning, Corporate; ADM 0:2-7.5, Creative  
Techniques and Creativity

60:1-2 Venture Team Approach (corporate  
venturing)

Box 72-73

60:1-3 Diversification/Product Differentiation

Box 72-73

**MKT 60:2 Marketing**

60:2-1 Marketing Strategy, N.E.C. (includes  
information on naming new products)

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**Scope and Contents note**

See also: ADV 35:3-7, Introducing a New Product with Direct Mail

---

60:2-1.1 DEMON (management model for marketing new products)	Box 72-73
60:2-2 Product Life Cycles	Box 72-73
60:2-3 Product Obsolescence, Deletion, Phase-Out	Box 72-73
60:2-4 Pricing and Marketing Budgets	Box 72-73

**Scope and Contents note**

See also: MKT 55, PRICING, all subsections

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60:2-5 Sampling and Samples (not to be confused with sampling in marketing research; see MKT 50:2-1.35, Sampling)	Box 72-73
60:2-6 Test Marketing (includes concept testing)	Box 72-73
60:2-7 Promotion (includes advertising and concept advertising)	Box 72-73

**Scope and Contents note**

See also: SAL 30, SALES PROMOTION, miscellaneous subsections; ADV 50:4-4, Copy: Copy/Message Testing and Research

---

**MKT 65. PURCHASING PATTERNS**

**Scope and Contents note**

See also SAL 40, SELLING TECHNIQUES, all subsections

---

**MKT 65:1 Industrial Purchasing Practices and Procedures (how industry buys)**

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65:1-1 The Industrial Buying Decision Process, N.E.C.	Box 72-73
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**Scope and Contents note**

See also: ADM 0:2-7.6, Decision-Making; MKT 40, MARKETING ADMINISTRATION, miscellaneous subsections, especially MKT 40:4, Decision-Making in Marketing, all subsections

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65:1-2 Buyer Behavior and Motivation, N.E.C. Box 74

---

65:1-2.1 Emotional Aspects Box 74

---

65:1-3 Identifying and Covering Buying Influences (number of buying influences in a company) Box 74

**Scope and Contents note**

See also: ADV 50:5-4.11, Circulation: Reach and Frequency, for information indicating that business publications reach buying influences not covered by salespeople

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**MKT 65:2 Purchasing Agents/Managers/Departments, N.E.C.**

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65:2-1 Purchasing Power of Buying Influences Box 74

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**MKT 65:3 Purchasing Committees/Groups**

Box 74

---

**MKT 65:4 Reciprocity/Trade Relations (selling's buddy system)**

Box 74

---

**MKT 65:5 Sources of Information of Purchasing Influences**

**Scope and Contents note**

See also: ADV 35:1-2, Business Papers vis-a-vis Other Media, all subsections; ADV 50:5-4.11, Circulation: Reach and Frequency

Box 74

---

**MKT 65:6 Value Analysis**

Box 74

---

**MKT 65:7 Consumer Buying Attitudes, Behavior, Decisions, Motivations, N.E.C.**

**Scope and Contents note**

See also: ADV 35:5, Media Communications Effectiveness

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65:7-1 Sources of Information of Consumer Purchasers Box 74

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65:7-2 Consumer/Buyer Attitudes Towards Other Countries' Products (includes information on foreigners' views of U.S. products or other countries' products) Box 74

## **MKT 70. THE GOVERNMENT MARKET**

### **MKT 70:1 Guidelines for Dealing with Federal/State/Municipal Buying Agencies**

#### **Scope and Contents note**

See also: MKT 70:2, Military Marketing

70:1-1 U.S. Government Purchasing,  
Specifications and Sales Directories

Box 74

### **MKT 70:2 Military Marketing: The Defense Procurement System: dimensions of the market and guidelines for selling in it**

70:2-1 Renegotiation  
**Scope and Contents note**

See also: MKT 70:2-1.1, Advertising to the Military

70:2-1.1 Advertising to the Military

Box 74

#### **Scope and Contents note**

See also: ADV 50:4.3.22, Copy: Approaches and Themes, Military

70:2-1.2 The U.S. Government as an  
Advertiser

Box 74

### **MKT 70:3 Surplus Property Buying/Marketing**

Box 74

### **MKT 70:4 Military/Industrial Marketing Differences**

Box 74

## **MKT 75. PACKAGING AS A MARKETING MECHANISM**

Box 75

## **MKT 80. TRADE ASSOCIATIONS**

Box 75

[Return to Table of Contents](#)

### **Sales Series (SAL)**

**Physical Description:** 7 boxes

#### **Scope and Contents note**

The subjects listed in this section are, very often, sales-oriented derivations of those to be found in general administration, so careful attention must be

paid by information-seekers to the many "see also" references; for example, the classification SAL 35 deals with the problems of sales recruiting, selection and training, yet these sales problems are but part of the far greater subject, Personnel Management and Relations which, as the reference notes, is treated in great detail within the classification ADM 0:2-8. Similarly, SAL 25 concentrates on sales meetings but ADM 0:2-7.2.5 and subsections referenced explore the much larger topic of Conferences, Conventions, Seminars and Meetings and much of the documentation filed there could be of great value in expanding the generally narrow concept of a sales meeting. Researchers are advised to always check "see also" references.

**Processing Information:**

Note: "N.E.C." designates "Not Elsewhere Classified."

**SAL 0. THE FUNCTION OF SELLING IN MODERN MARKETING**

Box 75

**SAL 5. THE SALES PROFESSION: The Salesperson's Role in Marketing, Careers in, and Education for, Selling (includes information on pros and cons of the professionalization of salespeople)**

**Scope and Contents note**

See also: MKT 40:3, Marketing Communications Careers, Education, Recruitment, Training and Development, all subsections; SAL 35, SALES RECRUITING, SELECTION AND TRAINING, all subsections

**SAL 5:1 Characteristics of a Good Salesperson (the qualities that make an "ideal" salesperson)**

**Scope and Contents note**

See also: SAL 40, SELLING TECHNIQUES, all subsections

Box 75

**SAL 5:2 Ethics in Selling**

**Scope and Contents note**

See also: ADM 0:2-10.32, Social and Ethical Responsibilities, Corporate; ADV 25, DECEPTION, ETHICS, TRUTH AND TASTE IN ADVERTISING, all subsections; MKT 5:2-10, Social/Ethical Responsibility Concept; MKT 50:6, Ethics in Marketing Research

Box 75

**SAL 5:3 Ethnics/Minorities in Selling**

**Scope and Contents note**

See also: ADM 0:2-7.8, Ethnicities/Minorities in Management; MKT 40:3-1.1, Ethnicities/Minorities in Marketing; MKT 40:3-2.1, Ethnicities/Minorities in Communications; see SAL 5:5 for references to media salespersons

Box 75

**SAL 5:4 Women in Selling**

**Scope and Contents note**

See also: ADM 0:2-7.28, Women in Management; MKT 40:3-1.2, Women in Marketing; MKT 40:3-2.2, Women in Communications; see SAL 5:5 for references to media salespersons

Box 75

**SAL 5:5 Media Salespersons**

**Scope and Contents note**

See also preceding classifications for references to Ethnicities/Minorities in Selling, and Women in Selling; this classification includes media salesperson information, whether or not that person is male or female or black or white. Includes information on media kits and media presentations as well as managing advertising salespeople. See also: ADV 50:5-5.10, Media-Sponsored Research/Promotion, all subsections; SAL 40:12, Sales Presentations, for additional information on this particular topic; SAL 40, SELLING TECHNIQUES, all subsections

Box 75

**SAL 5:6 Self-Development**

**Scope and Contents note**

See also: SAL 40, SELLING TECHNIQUES, all subsections

5:6-1 General Characteristics, N.E.C.	Box 75
5:6-2 Appearance	Box 76
5:6-3 Business Etiquette and Manners	Box 76
5:6-4 Health	Box 76

**Scope and Contents note**

See also: ADM 0:2-8.7, Health: alcoholism, drugs, stress, burnout, etc.

5:6-5 Management and Control of Time  
(includes information on time and territorial  
management in combination) Box 76

**Scope and Contents note**

See also: ADM 0:2-7.4.3, Time Conservation

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5:6-6 Memory Training Box 76

**Scope and Contents note**

See also: ADM 0:2-8.21.9, Learning Process/Memory/Forgetting

---

5:6-7 Reading and Writing (includes  
information on written sales proposals) Box 76

**Scope and Contents note**

See also: ADM 0:2-7.2.9, Reading; ADM 0:2-7.2.13, Writing; MKT 50:4,  
Research Report Writing; SAL 10:5-2, Call Reports/Reporting

---

5:6-8 Speaking, Listening and Vocabulary  
Building Box 76

**Scope and Contents note**

See also: ADM 0:2-7.2.8, Listening, and subsections; ADM 0:2-7.2.10,  
Speaking; ADM 0:2-7.2.7, Language Usage

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5:6-9 Spouses Box 76

**Scope and Contents note**

See also: ADM 0:2-7.22, Spouses

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5:6-10 Statistical Profiles (includes  
information on such topics as average age,  
time in selling, compensation levels, cost-per-  
call, sales expenses, etc., in combination) Box 76

**Scope and Contents note**

See also: specific subject headings for well-defined topics, e.g., Cost-  
per-Call

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## SAL 10. SALES MANAGEMENT

**Scope and Contents note**

See also: MKT 40, MARKETING/COMMUNICATIONS ADMINISTRATION, all subsections

**SAL 10:1 Duties, Functions, Skills, Profiles: the Sales Managers' Job**

**Scope and Contents note**

See also: next subsection for information specifically oriented towards field sales management

Box 76

**SAL 10:2 Field Sales Management**

Box 76

**SAL 10:3 Sales Management Training**

**Scope and Contents note**

See also: SAL 35, SALES RECRUITING, SELECTION AND TRAINING, all subsections; ADM 0:2-8.21, Training and Development, N.E.C., and all subsections

Box 76

**SAL 10:4 Sales Departments: Organization and Structure, N.E.C.**

10:4-1 Auxiliary and Second Sales Forces,  
N.E.C. (includes information on leasing sales  
people)

Box 76

10:4-2 Inside Sales Forces

Box 76

**Scope and Contents note**

See also: SAL 40:17, Telemarketing

10:4-3 Optimizing the Size of the Sales Force  
(includes information on the debate: more  
advertising expenditures or more sales staff?)

Box 76

10:4-4 Resident Sales People

Box 76

**SAL 10:5 Sales Control, N.E.C.**

10:5-1 Accounts/Calls/Lines/Products  
Handled

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**Scope and Contents note**

See also: SAL 20:4-3, Cost-Per-Sales-Call; SAL 20:4-3.1, Cost to Close a Sale, which includes information on the number of calls required to make a sale

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10:5-1.1 Sales Call Planning Box 76

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10:5-2 Call Reports/Reporting (includes information on sales force feedback) Box 76

**Scope and Contents note**

See also: MKT 40:5, Marketing Intelligence and Information Systems, and all subsections; SAL 5:6-7, Reading and Writing, and references

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10:5-3 Measuring Sales Performance Box 76

**Scope and Contents note**

See also: ADM 0:2-8.14, Performance Appraisal; MKT 50:2-4, Market Analysis and Sales Forecasting, all subsections

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10:5-4 Quotas Box 77

**Scope and Contents note**

See also: MKT 50:2-4, Market Analysis and Sales Forecasting, all subsections

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10:5-5 Territories Box 77

**Scope and Contents note**

See SAL 5:6-5, Management and Control of Time, for information on time and territorial management in combination; see also: MKT 50:2-4, Market Analysis and Sales Forecasting, all subsections

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**SAL 15. MANAGER/SALES FORCE RELATIONS**

**Scope and Contents note**

See also: ADM 0:2-8, Personnel Management and Relations, selected subsections; ADM 0:2-7.11, Human Values in Management: Human Relations; Manager-Manager Relations/Manager-Subordinate Relations

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**SAL 15:1 General Characteristics of Sales Manager-Subordinate Relations**

Box 77

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**SAL 15:2 Communications**

**Scope and Contents note**

See also: ADM 0:2-7.2, Communications - Manager/Manager and Manager/Subordinate, Personal - Techniques, N.E.C., and all subsections; ADM 0:2-10, Public Affairs/Relations, all subsections for information on organizational - corporate - communication

Box 77

**SAL 15:3 Job Satisfaction in the Sales Force**

**Scope and Contents note**

See also: ADM 0:2-8.10, Job Enrichment

Box 77

**SAL 15:4 Making Calls with the Staff**

**Scope and Contents note**

See also: SAL 10:5-1, Accounts/Calls/Lines/ Products Handled; SAL 10:5-1.1, Sales Call Planning, and all references listed

Box 77

**SAL 15:5 Motivating the Staff: General Philosophies of Sales Motivation, N.E.C. (includes information dealing with several aspects of motivation)**

**Scope and Contents note**

See also: ADM 0:2-8.12, Motivating Employees, and subsections; SAL 20:2, 20:3, and 20:3-1, Compensation, Sales Functions; SAL 35:2, Sales Training and Development

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15:5-1 Incentives: Plans/Programs, N.E.C.

15:5-1.1 Sales & Marketing Management,  
special sections only on incentives

Box 77

**Scope and Contents note**

Does not include occasional S M & M feature articles on incentives;  
for these, see preceding subsection.

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15:5-2 Incentive Travel

Box 77

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15:5-3 Contests

Box 77

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15:5-4 Non-Financial Incentives (commentary  
of a general nature on the theme, "money is  
not the only answer" )

Box 77

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15:5-5 Problem Staffers Box 77

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15:5-6 Staff Turnover Box 77

**Scope and Contents note**

See also: ADM 0:2-8.21.13, Turnover, N.E.C., for general information on why people leave jobs, and subsection for information on executive mobility; ADV 50:5-4.15, Circulation: Turnover

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**SAL 20. SALES COSTS**

**Scope and Contents note**

See especially, SAL 20:4-1, Sales & Marketing Management's annual surveys of selling costs

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**SAL 20:1 Sales Budgets**

Box 77

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**SAL 20:2 Compensation, Sales Executives and Managers**

**Scope and Contents note**

See also: ADM 0:2-8.4, Compensation: Executive/Management, and all subsections; ADV 5:10-9, Advertising Agencies, Salaries; MKT 40:1-8, Marketing Communications Functions, Compensation.

Box 77

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**SAL 20:3 Compensation, Salespersons, N.E.C.**

**Processing Information:**

Note: Materials in SAL 20:3 continue in Box 78.

Box 77

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**SAL 20:3 Compensation, Salespersons, N.E.C.**

**Processing Information:**

Note: Materials in SAL 20:3 begin in Box 77.

**Scope and Contents note**

See also: ADM 0:2-8.4, Compensation: Executive/Management, and all subsections; ADV 5:10-9, Advertising Agencies, Salaries; MKT 40:1-8, Marketing Communications Functions, Compensation

Box 78

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20:3-1 Dartnell Corporation's Biennial Sales  
Force Compensation Surveys

Box 78

**Scope and Contents note**

See also: ADM 0:2-8.4, Compensation: Executive/Management, and all subsections; ADV 5:10-9, Advertising Agencies, Salaries; MKT 40:1-8, Marketing Communications Functions, Compensation

**SAL 20:4 Cost Control, General Commentary, N.E.C.**

20:4-1 Sales & Marketing Management's Annual Survey of Selling Costs Box 78

20:4-2 Sales Manpower Foundation - Sales Executives Club of New York - surveys of the cost of selling: historic Box 78

20:4-3 Cost Per Sales Call  
**Scope and Contents note**

See also: ADV 40:2-5, Advertising and the Cost of Selling, and subsections

20:4-3.1 Cost to Close a Sale Box 78

**Scope and Contents note**

See also: preceding subsection, and SAL 10:5-1, Accounts/Calls/Lines/Products Handled

~~20:4-4 Selling Expenses (T&E, etc.), N.E.C.~~  
20:4-4.1 Vehicle Expenses (fleet cars and management) Box 78

**SAL 25. SALES MEETINGS**

**Scope and Contents note**

See also: ADM 0:2-7.2.5 Conferences, Conventions, Seminars and Meetings, and all subsections

**SAL 25:1 Planning, Staging, Conducting, and General Commentary on Sales Meetings, N.E.C.**

**Processing Information:**

Note: Materials in SAL 25:1 continue in Box 79.

Box 78

**SAL 25:1 Planning, Staging, Conducting, and General Commentary on Sales Meetings, N.E.C.**

**Processing Information:**

Note: Materials in SAL 25:1 begin in Box 78.

Box 79

25:1-1 Customer/Dealer Meetings Box 79

25:1-2 Meeting Follow-Up Box 79

25:1-3 Small Meetings Box 79

### **SAL 30. SALES PROMOTION**

**SAL 30:1 Promotion: Its Role in Marketing; Planning and General Commentary (includes information on the sales promotion vs. advertising debate)**

30:1-1 Promotion Expenditures: Marketing Communications annual reports Box 79

**[Sales Promotion Management--see: MKT 40:1-7]**

Box 79

**SAL 30:2 Selling Promotion to Top Management**

Box 79

**SAL 30:3 Sales Promotion Aids: Premiums, Films, Incentives, etc.  
Scope and Contents note**

See also: SAL 15:5, Motivating the Staff, for additional information on incentives

30:3-1 Sales Promotion Literature Box 79

**SAL 30:4 Sales Promotion Audit/Measurement (evaluating the effects of company promotional activities)**

Box 79

### **SAL 35. SALES RECRUITING, SELECTION AND TRAINING**

**Scope and Contents note**

See also: ADM 0:2-8, Personnel Management and Relations, all subsections, especially ADM 0:2-8.16, Recruitment, and ADM 0:2-8.21, Training and Development, all subsections; SAL 10:3, Sales Management Training

**SAL 35:1 Recruiting/Selection**

**Scope and Contents note**

Material which includes information on several segments of the recruiting/selection/hiring process. This material, in some instances, may also touch

on the specifically isolated subjects which follow so it should always be examined when answering questions on these subjects.

35:1-1 Aptitude/Psychological Testing Box 79

**Scope and Contents note**

See also: ADM 0:2-8.20, Testing

35:1-2 Interviewing Box 79

**Scope and Contents note**

See also: ADM 0:2-8.9, Interviewing

35:1-3 Job Descriptions Box 79

**Scope and Contents note**

See also: ADM 0:2-8.15, Position Descriptions/Job Posting

35:1-4 Retirement Box 79

**Scope and Contents note**

See also: ADM 0:2-8.17, Retirement

## **SAL 35:2 Sales Training and Development**

**Scope and Contents note**

Includes information on the role of sales trainers, instructional materials such as films and video tape, training philosophies and programs; see also: SAL 10:3, Sales Management Training; SAL: 15:5, Sales, Motivating the Staff, all subsections; SAL 25, SALES MEETINGS, all subsections; ADM 0:2-8.21, Personnel Management and Relations, Training and Development, all subsections; ADM 0:2-10.12, Films; Business, PR, and Sales

35:2-1 Sales Manuals Box 79

## **SAL 40. SELLING TECHNIQUES**

**Processing Information:**

Note: As in the case of "readership," writings on selling techniques do not always separate neatly into classifiable subjects; the N.E.C. - not elsewhere classified - sections therefore contain documents which explore many elements of the whole customer/salesperson relationship: prospecting, pre-approach, presentation, handling objections, closing, buyer motivation, sales psychology, and so on.

**Scope and Contents note**

See also: SAL 10:5, Sales Control, various subsections; SAL 15:4, Making Calls with the Staff; MKT 65, PURCHASING PATTERNS, all subsections, for information on the buying process.

Box 80

**SAL 40:1 Selling Techniques and Customer/Salesperson Relationships, N.E.C.**

Box 80

**SAL 40:2 Closing the Sale**

Box 80

**SAL 40:3 Comparative Selling**

Box 80

**SAL 40:4 Consultative Selling**

Box 80

**SAL 40:5 Creative Selling (includes information on using imagination and ideas in selling)**

**Scope and Contents note**

See also: ADM 0:2-7.5, General Management, Creative Techniques and Creativity; ADV 5:10-3, Advertising Agencies, Creative Staff, N.E.C.

Box 80

**SAL 40:6 Follow-Ups/Follow-Through**

**Scope and Contents note**

See also: ADV 45:2-2, Inquiries, Advertiser Evaluation, Handling and Follow-Up Practices

Box 80

**SAL 40:7 Lost Sales**

Box 80

**SAL 40:8 Low-Pressure Selling**

Box 80

**SAL 40:9 National Accounts: Selling, Servicing, Managing**

40:9-1 Key Account and Major Customer Selling

Box 80

**SAL 40:10 Overcoming Complaints and Objections, and other sales resistances, N.E.C.**

40:10-1 Price Resistance

Box 80

**[Planning--see: SAL 10:5-1.1, Sales Call Planning]**

Box 80

**SAL 40:11 Prospecting/New Business Development**

**Scope and Contents note**

See also: ADV 45, INQUIRIES, all subsections, particularly ADV 45:2-2, Advertiser Evaluation, Handling and Follow-Up Practices

Box 81

**[Reciprocity--see: MKT 65:4, Reciprocity/Trade Relations, selling's buddy system]**

Box 81

**SAL 40:12 Sales Presentations**

**Scope and Contents note**

See also: SAL 5:5, Media Salespersons, for information on media kits and media sales presentations

Box 81

**SAL 40:13 Selective and Specialized Selling**

Box 81

**SAL 40:14 Selling in an Abnormal Economy**

**Scope and Contents note**

See also: ADV 0:3, Advertising in an Abnormal Economy, N.E.C., and subsections; MKT 45, MARKETING IN AN ABNORMAL ECONOMY

Box 81

**SAL 40:15 Service Selling**

**Scope and Contents note**

See also: MKT 5:2-3, Customer Service Concept

Box 81

**SAL 40:16 Summertime Selling**

**Scope and Contents note**

See also: ADV 50:2-5, Seasonal Advertising, N.E.C., and ADV 50:2-5.1, Summer Advertising

Box 81

**[Systems Selling--see: MKT 5:2-11, Systems Concept, and subsection]**

Box 81

**SAL 40:17 Telemarketing**

**Scope and Contents note**

See also: ADV 45:5-3, "800" Number; SAL 10:4-2, Inside Sales Forces

Box 81

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