

Retail/Wholesale Sales and Service Print and Internet Resources

PRINT RESOURCES

Periodicals covering news, trends, and issues in the retail/wholesale sales and service industry. Some offer free online content.

Advertising Age

711 Third Avenue
New York, NY 10017-4036
(212) 210-0100
www.adage.com

The primary magazine covering news and information about the advertising industry.

Adweek

770 Broadway
New York, NY 10003
(646) 654-5105
www.adweek.com

A daily publication covering news and information about advertising, marketing, and media.

American Demographics

11 River Bend Dr. South
Stamford, CT 06907
(203) 358-9900
www.demographics.com

A monthly magazine covering consumer market news and trends.

DSN Retailing Today

425 Park Avenue
New York, NY 10022
(212) 756-5252
www.dsnretailingtoday.com

A biweekly magazine covering the mass merchandise retailing sector and offering a comprehensive list of links to retail stores.

Lucky

4 Times Square, 17th Floor
New York, NY 10036
(800) 777-4058
www.luckymag.com

A monthly consumer magazine about shopping.

Outdoor Retailer

770 Broadway, 6th Floor
New York, NY 10003
(847) 647-7987
www.outdoorretailer.com

A monthly magazine that covers all segments of the \$5 billion outdoor recreation industry.

Progressive Grocer

770 Broadway
New York, NY 10003
(646) 654-4500
www.progressivegrocer.com

A monthly magazine with articles about grocery industry trends, companies, and statistics.

Stores

325 Seventh St. NW, Suite 1000
Washington, D.C. 20004
(202) 626-8101
www.stores.org

A monthly trade magazine covering retailing trends.

Supermarket News

7 W. 34th St., 3rd Floor
New York, NY 10001-8191
(800) 289-0273
www.supermarketnews.com

A weekly magazine covering general supermarket industry trends and presenting financial highlights.



INTERNET RESOURCES

Industry Web Sites

Business, professional, and educational organizations offering news, analysis, and career information on the retail/wholesale sales and service industry.

About.com Retail Industry

<http://retailindustry.about.com>

A good research starting point, with links, articles, an industry profile, a glossary, and more.

The American Advertising Federation

www.aaf.org

A trade association created to promote advertising.

American Association of Advertising Agencies

www.aaaa.org

A trade association representing advertising agencies.

American Marketing Association

www.marketingpower.com

A professional association with over 40,000 members worldwide, from executives to students.

Direct Marketing Association

www.the-dma.org

The oldest and largest trade association for users and suppliers in the direct, database and interactive marketing fields.

Food Marketing Institute

www.fmi.org

A nonprofit association representing food retailers and wholesalers and their customers in the United States and around the world.

Gourmet Retailer

www.gourmetretailer.com

A Web site created for retailers in the specialty food and housewares industries.

Grocery Manufacturers of America

www.gmabrands.com

The world's largest trade association of food, beverage, and consumer product companies.

International Mass Retail Association

www.imra.org

The world's leading alliance of retailers and their product and service suppliers.

National Association of Chain Drug Stores

www.nacds.org

A trade organization representing chain-owned and chain-operated pharmacies.

National Association of Convenience Stores

www.cstorecentral.com

An international trade association representing convenience stores and suppliers.

National Association of Realtors

www.realtor.org

A professional association representing more than 760,000 members involved in all aspects of the residential and commercial real estate industries.

National Grocers Association

www.nationalgrocers.org

A trade association representing independent retail and wholesale grocers.

National Retail Federation

www.nrf.com

The world's largest retail trade association, created to conduct research, provide education and training, and act in government affairs to protect and advance the interests of the retail industry.

National Sporting Goods Association

www.nsga.org

The world's largest sporting goods trade association, representing retailer/dealer outlets and product manufacturers, suppliers, and sales agents.



Private Label Manufacturers Association
www.plma.com
 An international trade association of manufacturers and suppliers of store-brand products.

Public Relations Society of America
www.prsa.org
 The world's largest professional organization for public relations practitioners.

Retail and Wholesale Job Profiles
www.jobprofiles.org/ret.htm
 Real-life job profiles from several professionals in the retail and wholesale sales and service industry.

Sales and Service Voluntary Partnership
www.ssvolpart.org
 An NSSB-organized industry partnership charged with establishing skill standards for the sales and service industry.

Toy Industry Association
www.toy-tia.org
 The national trade association for U.S. producers and importers of toys, games, and children's entertainment products.

Visual Store
www.visualstore.com
 An online resource for store design and visual merchandising.

Government Web Sites

Government agencies and departments that oversee aspects of the retail/wholesale sales and service industry and offer information for the public.

Bureau of Economic Analysis
www.bea.doc.gov
 The branch of the Department of Commerce charged with providing accurate and relevant economic data.

Census Bureau Retail and Wholesale Trade
www.census.gov/econ/www/retmenu.html
 Annual and monthly statistics on the retail and wholesale industries.

Consumer Product Safety Commission
www.cpsc.gov
 An independent federal agency responsible for protecting the public against unreasonable risks and injuries associated with consumer products.

Federal Trade Commission
www.ftc.gov
 The government agency that enforces federal laws and rules prohibiting unfair or deceptive business practices, methods of competition, and advertising.

Union Web Sites

Labor unions representing workers in the retail/wholesale sales and service industry.

International Brotherhood of Teamsters
www.teamster.org
 A union representing workers in a variety of industries, including the production and sale of soft drinks, baked goods, and other products.

Retail, Wholesale and Department Store Union
www.rwdsu.org
 A union representing 100,000 retail/wholesale workers in the United States and Canada.

United Foods and Commercial Workers
www.ufcw.org
 A union representing 1.4 million workers in the commercial food industry.



Career Web Sites

Internet-based employment sites offering career information and job postings for the retail/wholesale sales and service industry.

Careers in Marketing

www.careers-in-marketing.com

Career information and links about the range of careers in marketing.

MarketingJobs.com

www.marketingjobs.com

A career Web site for job seekers in sales, marketing, and advertising.

Retail Recruiter

www.retail-recruiter.com

A national database of current retail job listings retail job seekers' résumés.

Sales Jobs

www.salesjobs.com

A career Web site for sales professionals in a range of industries.

