### Types of Publications

**General Business Periodicals**
General business periodicals provide broad coverage of the state of the economy and of commerce and industry. The focus is broad, emphasizing overall trends and developments.

Examples: *Business Week, Fortune, Forbes*

**Trade Periodicals**
Trade periodicals contain detailed descriptive and analytic data for a particular industry. Most also contain statistics, news of current developments in the field, reviews of past performance and forecasts for the future, descriptions of key companies and personalities, and buyers’ guides and directories.

Examples: *Poultry Digest, Turkey World, Beverage World, Sales & Marketing Management*

**Scholarly Journals**
Scholarly business periodicals focus on ideas rather than on brief descriptions of present conditions, the recent past, or the near future found in general business periodicals and trade journals. They are based on research findings, are frequently lengthy, and may include bibliographies. They may be theoretical or may suggest new ways of dealing with existing business problems. They are publications of substance and are often published under the sponsorship of learned societies, professional associations, or colleges and universities.


**Consumer Periodicals**
Consumer-oriented periodicals, also known as personal finance magazines, are aimed at the general public. Usually glossy, these periodicals contain articles describing how to invest in stocks, bonds, and mutual funds; buy real estate, speculate in commodities; save money; and pay lower taxes. Often included are articles on successful investors, entrepreneurs, and self-made millionaires.

Examples: *Money, Kiplinger’s Personal Finance Magazine, Consumer Reports*

**Newspapers**
Daily publications that cover a wide range of topics. Coverage is usually brief and concise emphasizing timeliness over depth.


**Newswires**
Daily publications that are usually very brief and announce or report on an immediate event or news item. Other publications often report further on newswire articles. Very superficial coverage.

Examples: *Knight Ridder Tribune Business News, Associated Press, PRNewswire*

**Government Periodicals**
Government periodicals are published by government agencies and departments. Also documents can come from international government organizations (IGOs). These can contain a wealth of information and can be of significant reference value.

Examples: *Census of Agriculture, Dairy Outlook, Catfish Processing*

**Regional Periodicals**
Regional periodicals can cover local, state, or regional areas and provide information about locally prominent business people, local companies and industries, or state and local economic conditions.

Examples: *Indianapolis Business Journal, Minnesota Farm Guide*

**White Paper**
A white paper typically argues a specific position or solution to a problem. Although white papers take their roots in governmental policy, they have become a common tool used to introduce technology innovations and products. A typical search engine query on “white paper” will return millions of results, with many focused on technology-related issues.

**Dissertation/Thesis**
Substantial academic paper written on an original topic of research, usually presented as one of the final requirements for the doctorate.

**Working Papers**
Working papers, sometimes called “discussion papers”, are manuscripts that have not been accepted for publication. The paper may be a draft that you would like to send to colleagues in your field in order to solicit comments or feedback, or it may be a paper that you have presented or plan to present at a conference or seminar, or one that you have submitted for publication to a journal but has not (yet) been accepted.

**Market Research Reports**
An analysis that provides an unbiased outlook and a reliable assessment of an industry and includes product and market forecasts, industry trends, threats and opportunities, competitive strategies, market share determinations and company profiles.

**Investment Analyst Reports**
An analyst for an investment firm reviews a company’s financials and activities. Often the analyst has been tracking the company for many years and has a clear perspective as to what the company is doing.

**Books**
Books can be in-depth studies of a topic or more popular-oriented information. The publishing time for a book is usually longer than an article making the information dated very quickly. The depth of coverage in a book can rarely be matched in any other document type.

**Datasets**
Datasets consist of raw data that must be analyzed for a research paper. The data can consist of census statistics, company financial data, industry averages, and many other possible options.