

ISSUE:
2024

WHOLESALE & RETAIL MANAGEMENT

LIBRARY PATHFINDER



BRANDING

ENTREPRENUERSHIP

SMALL BUSINESS

What is a pathfinder? A pathfinder is a guide for all resources located within the library on a specific topic. In this case it is Wholesale and Retail Management. And the best part is that all the resources are free for you to use!




wadecollege

"Good marketers see consumers as complete human beings with all the dimensions real people have"

- Jonah Sachs

DISCOVER. CONNECT. CREATE.





Journals & Periodicals

ACADEMY OF MANAGEMENT JOURNAL
ADVERTISING AGE
CALIFORNIA APPAREL NEWS
D MAGAZINE
ENTREPRENEUR
FORBES
FORTUNE
INC
NEW YORK TIMES
PACKAGING WORLD
PACKAGING IMPRESSIONS
TEXAS MONTHLY
TIME
VMSD (VISUAL MERCHANDISING & STORE DESIGN)
WWD

Journals and periodicals are a great way to stay current in your fields, especially if you still love the feel of print. Journals and periodicals publish new material monthly, bi-monthly, and even weekly so you are always up-to-date!



eBooks

AVAILABLE
THROUGH EBOOK
CENTRAL ON
PROQUEST

Social Media Marketing All-In-One for Dummies

by Deborah Ng and Jan Zimmerman

Advertising and Branding Basics

by Sage Publications SAGE Publications India Pvt. Ltd

Digital Branding Fever

by Athanasios Poulis, Ioannis Rizomyliotis, and Kleopatra Konstantoulaki

Branding and Brand Management : Theory, Research, and Practice

by T. C. Melewar, Pantea Foroudi, and Dimitris Stylidis

Moral Foundations and Consumer Behaviour

by Attila Yaprak and Melvin Prince

Everyday Entrepreneur: Making It Happen

by Fred Dawkins

Ageless Entrepreneur: Never Too Early, Never Too Late

by Fred Dawkins

Self-Employed : 50 Signs That You Might Be an Entrepreneur

by Joel Comm, John Rampton, and Kevin Harrington

Writing Your Plan for Small Business Success

by Ian Birt



Wade College Library Books

**The Human Brand: How We Relate to People,
Products, and Companies**

Malone, Chris (658.8342 MAL)

**What Great Brands Do: The Seven Brand
Building Principles**

Denise Lee Yohn (658.827 YOH)

MGMT 9

Chuck Williams (658 WIL)

**Principles of Supply Chain Management: A
Balanced Approach**

J.D. Wisner, K.C. Tan, & G.K. Leong
(658.8 WIS)

**Social Media Authority: How To Establish
Your Online Presence**

Terry Pitts (658.873 PIT)

MM 4

Dawn Iacobucci (658.8 IAC)

**David and Goliath: Underdogs, Misfits, and
the Art of Battling Giants**

Malcolm Gladwell (302 GLA)

**The Pumpkin Plan: A Simple Strategy to Grow
a Remarkable Business in Any Field**

Mike Michalowicz (658.421 MIC)

CB 6

Barry Babin (658.8 BAB)

**Essentials of Entrepreneurship and Small
Business Management**

Norman Scarborough (658.11 SCA)

The Entrepreneur's Guide to Business Law

Constance Bagley (346.7307 BAG)

SELL 5

(658.8 ING)



Textbooks ✨

MKTG 10

by Charles Lamb (658.8 LAM 2017)

HR 3

by Angelo Denisi (658.3 DEN 2016)

Beyond Design: The Synergy of Apparel Product Development, 4th ed

by Sandra Keiser and Myrna Garner (687.014 KEI 2017)

Fashion Forecasting, 3rd ED

by Evelyn Brannon (746.92 BRA)

BUSN 9

by Marce Kelly (650 KEL 2017)

Brand Aid

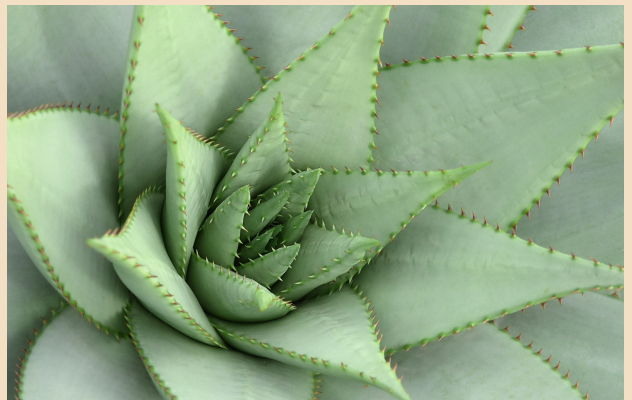
by Brad Van Auken (658.827 VAN)

Global

by Mike Peng (PEN 658.049)

The Budget Guide to Retail Store Planning & Design

by Jeff Grant (725.21 GRA)



Wade Databases Recommended



WGSN

Resource with expert trend forecasting combined with data science to help you get ahead of the right trends. WGSN accurately forecasts consumer, lifestyle and product design trends.



WWD

Stay on top of current news, announcements, topics, trends and events in the realm of Fashion, Beauty, Business, Runways, Accessories



PROQUEST

Find, download, read over 60,000 relevant eBooks. Search, highlight and take notes within eBooks. Contains materials over all subjects.



About the library



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Hours of Operation

Monday 9:00 am - 8:00 pm
Tuesday 9:00 am - 8:00 pm
Wednesday 9:00 am - 8:00 pm
Thursday 9:00 am - 8:00 pm
Friday 9:00 am - 1:00 pm
Saturday/Sunday Closed

library@wadecollege.edu

Around
The Library



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<https://library.wadecollege.edu/>