

GALE BUSINESS: INSIGHTS

Empower users with the necessary tools to easily access and interpret complex global business concepts.

PROVIDE A PATH TO GLOBAL BUSINESS INTELLIGENCE

Offer more opportunities for users to research and effectively interpret international business topics with *Gale Business: Insights*. This valuable resource compiles comprehensive business intelligence and places it into logical, useable context.

Gale Business: Insights combines Gale reference content with respected business sources and full-text periodicals to help researchers gain a broader understanding of the global nature of today's business world.

Insights users can access daily updates and more than 440,000 detailed company profiles and in-depth country and industry overviews to help them stay current with the ever-changing business landscape.

With *Gale Business: Insights*, business professionals, entrepreneurs, students, and researchers can spend less time searching and more time turning their findings into practical applications.

GALE CONTENT

- **440,000+ Detailed Global Company Profiles**, refreshed daily
- **Detailed Country Overviews**
- **International Directory of Company Histories**, featuring essays for 17,480+ companies
- **Notable Corporate Chronologies**, including with historic milestones for 2,300+ corporations worldwide
- **Business Ranking Annual**, including 115,000+ "Top 10" lists curated from respected businesses
- **Market Share Reporter**, containing more than 78,000 reports with comparative business statistics
- **Encyclopedia of American Industries**, featuring more than 1,060 insightful essays
- **Encyclopedia of Global Industries**, exploring 125+ international industry sectors
- **Encyclopedia of Emerging Industries**, covering 250+ industries showing significant growth
- **Encyclopedia of Emerging Markets**, providing insights into 35 countries and 80 industries

THIRD-PARTY CONTENT

- **Thomson Reuters Financials**
- **GlobalData SWOT Reports**
- **Plunkett Reports**
- **World Bank Country Indicators**
- **Mergent Investment Reports**
- **MarketLine Industry Profiles**
- **EIU Country Reports**
- **EDGAR SEC Filings**

BUSINESS RESOURCES FOR STUDENTS, RESEARCHERS, FACULTY

Gale Business: Insights is your best go-to business resource, regardless of your experience or professional level. Students, researchers, and instructors can all benefit from our extensive content.

FOR STUDENTS

Access content on companies, industries, and countries with ease.

Find context around difficult concepts—i.e., NAICS hierarchy and financial statements.

Compare companies, industries, or countries with live charting.

FOR RESEARCHERS

Analyze company histories and chronologies in combination with current news sources.

Access reports from respected business sources like MarketLine, Mergent, and Thomson Reuters.

Use the financials dashboard to facilitate yearly and competitive analysis.

FOR FACULTY

Follow research pathways based on common business curriculum.

Use clearly defined content sources (trade vs. academic journals) to facilitate research.

Access valuable business resources like SWOTs, business cases, and market reports.

EXPLORE MORE. DO MORE. ACHIEVE MORE.

Built on Gale's intuitive and user-friendly platform, *Gale Business: Insights* features a wide range of tools that empowers research and learning.

Get basic info
on a company

Analyze
the strengths/
weaknesses of
that company

**Learn about the
company history,**
position in the
market and industry,
etc. from balanced
academic sources

Dig deeper
using corporate
financials,
investment
reports, SEC
filings

Compare
and generate
charts

**Expand
research**
to periodicals
and journals

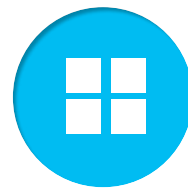
**Place the
company in
context** using
NAICS hierarchy
(Industry) and
socioeconomic
statistics (Country)

Gather insight
into industries
and markets



Company Profiles

Research global public and private entities including leadership, brand, competitor, and revenue information (where publicly available).



SWOT Reports and Case Studies

Access/analyze SWOT reports and case studies for corporate analysis and deeper understanding.



Gale Reference Titles

Get unbiased/balanced background from Gale's full business catalog, including *International Directory of Company Histories*, *Market Share Reporter*, and the industry encyclopedias.



Financials, Investment Reports, and SEC Filings

View and download corporate financials and investment reports. Compare multiple financial periods and companies.



Interactive Live Charting Tools

Chart comparisons among companies, countries, and industries to view, download, and/or print for use in reports and presentations.



Full-Text Journals & Periodicals

Expand views of current events and academic research through over 6,700 active titles (5,228 full-text), including *The Economist*, *The New York Times*, and *The Guardian*.



Country Profiles

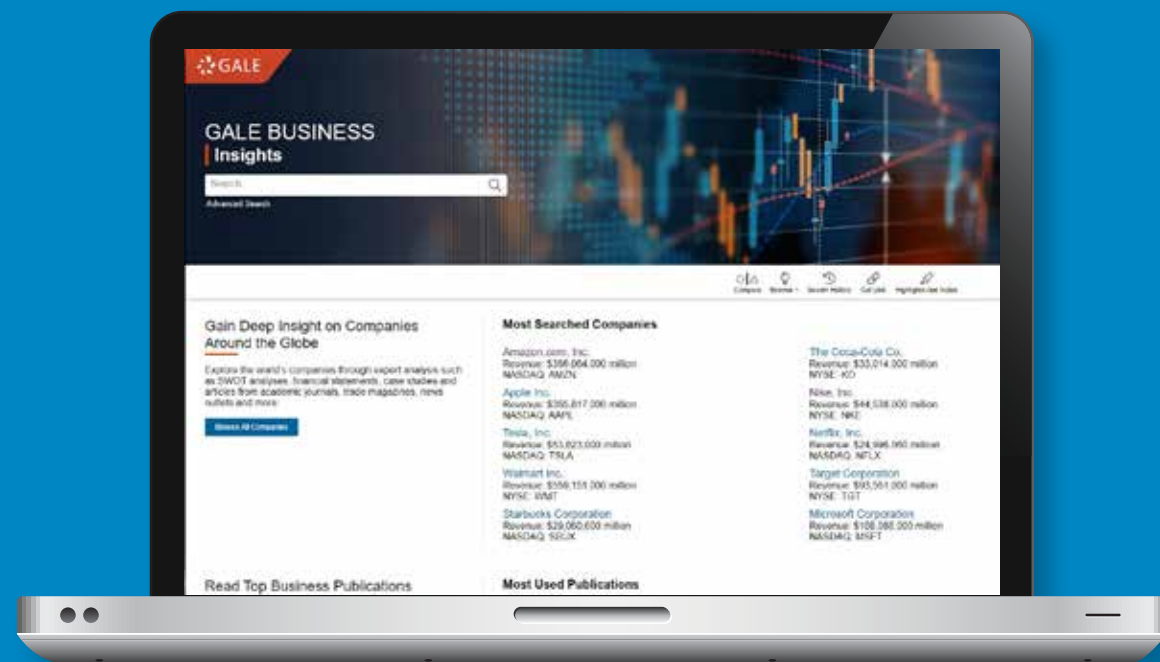
Read socio-economic context for all 192 UN-recognized nations with narrative and statistical data.



Industry and Market Reports

Gain deeper understanding of global industries and markets through respected sources.

A STEP ABOVE THE REST



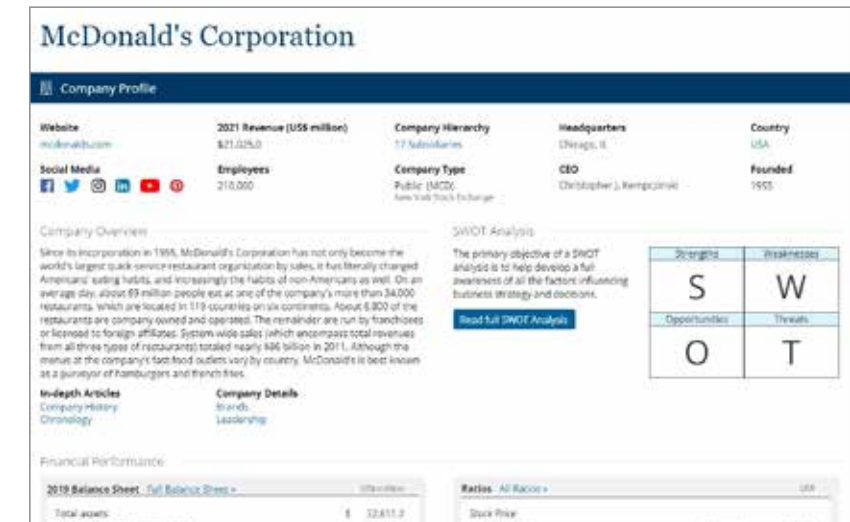
DISCOVER UNPARALLELED TOOLS & FUNCTIONALITY

Built on Gale's intuitive and user-friendly platform, *Gale Business: Insights* features a wide range of tools that empowers research and learning.



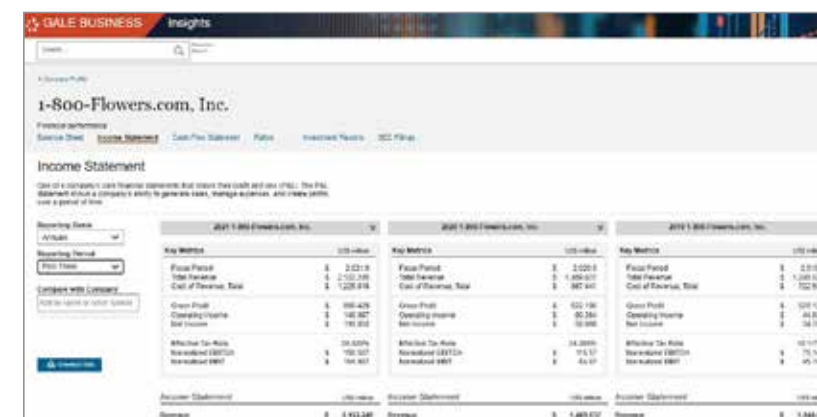
Enhanced Navigation

Easily access and navigate through information about companies and industries via hubs designed by and for business researchers.



Collaboration Tools

Share, save, and download content—including highlights and notes—with integrated Google Workspace for Education and Microsoft 365 tools.

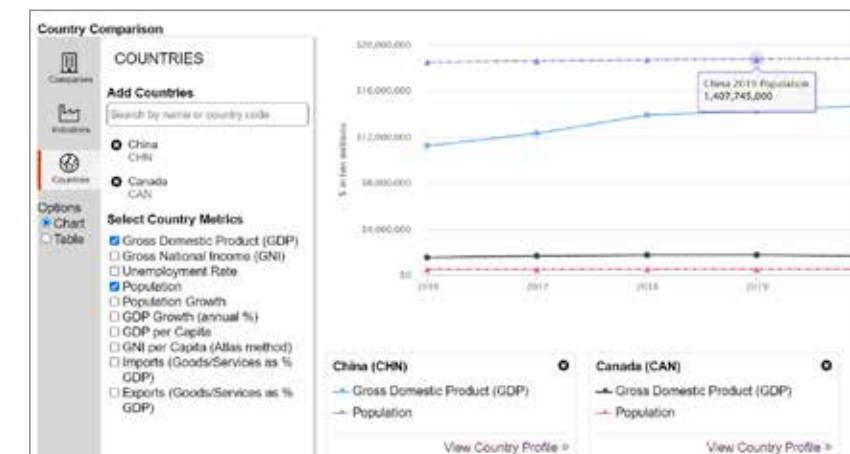


Financial Dashboard

View multiple reporting periods for corporate balance sheets, cash flow, and income statements; compare results against other selected companies; and export the results to Excel.

Live Charting

Compare statistical data on companies, industries, or countries in graph or table formats and download the results.





 For more information, contact your sales rep



Gale, here for **everyone.**

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