

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

Analyse 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.

Get basic info
on a company

Analyse
the strengths/
weaknesses of
that company

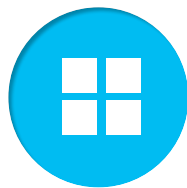
**Learn about
the company
history,**
position in the
market and
industry, etc.
from balanced
academic
sources

Dig deeper
using
corporate
financials,
investment
reports, SEC
filings



Company Profiles

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



SWOT Reports and Case Studies

Access/analyse 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.

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

→ **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



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

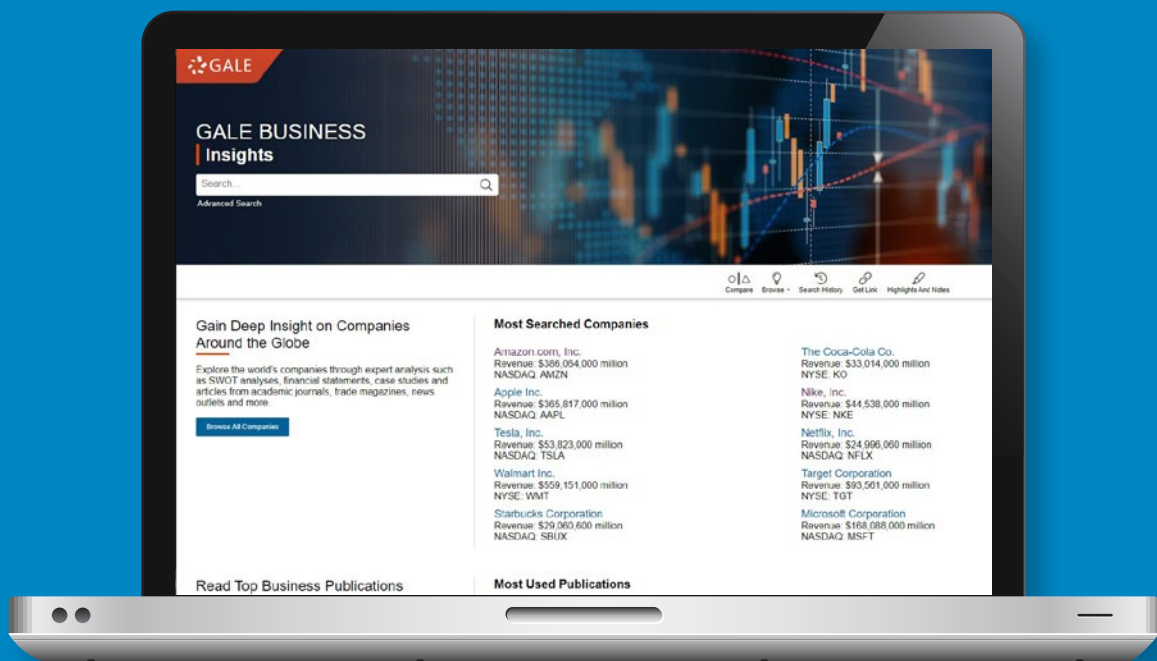
Read socio-economic context for all 192 UN-recognised nations with narrative and statistical data.



Industry and Market Reports

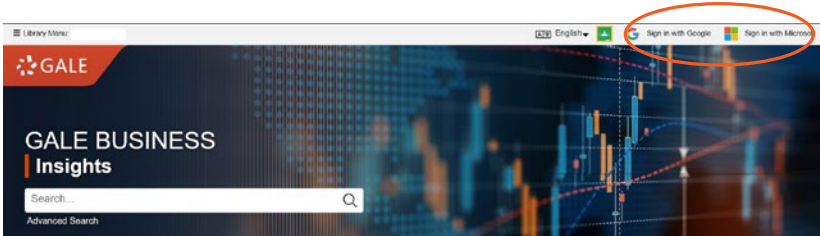
Gain deeper understanding of global industries and markets through respected sources.

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.



← Collaboration Tools

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

Enhanced Navigation →

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

McDonald's Corporation

Company Profile

Website mcdonalds.com	2021 Revenue (US\$ million) \$21,025.0	Company Hierarchy 17 Subsidiaries	Headquarters Chicago, IL	Country USA
Social Media Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest	Employees 210,000	Company Type Public (MCD) New York Stock Exchange	CEO Christopher J. Kempczinski	Founded 1955

Company Overview
Since its incorporation in 1955, McDonald's Corporation has not only become the world's largest quick-service restaurant organization by sales, it has literally changed Americans' eating habits, and increasingly the habits of non-Americans as well. On an average day, about 69 million people eat at one of the company's more than 34,000 restaurants, which are located in 119 countries on six continents. About 6,800 of the restaurants are company owned and operated. The remainder are run by franchisees or licensed to foreign affiliates. System-wide sales (which encompass total revenues from all three types of restaurants) totaled nearly \$86 billion in 2011. Although the menus at the company's fast-food outlets vary by country, McDonald's is best known as a purveyor of hamburgers and french fries.

SWOT Analysis
The primary objective of a SWOT analysis is to help develop a full awareness of all the factors influencing business strategy and decisions.

Strengths	Weaknesses
S	W
Opportunities	Threats
O	T

[Read full SWOT Analysis](#)

In-Depth Articles
Company History, Chronology

Company Details
Brands, Leadership

Financial Performance
2019 Balance Sheet, Full Balance Sheet, Ratios, All Ratios, Stock Price

1-800-Flowers.com, Inc.

Income Statement

One of a company's core financial statements that shows their profit and loss (P&L). The P&L statement shows a company's ability to generate sales, manage expenses, and create profits over a period of time.

Reporting Period	2021 1-800-Flowers.com, Inc.	2020 1-800-Flowers.com, Inc.	2019 1-800-Flowers.com, Inc.
Key Metrics	US\$ million	US\$ million	US\$ million
Fiscal Period	\$ 2,021.0	\$ 2,020.0	\$ 2,919.0
Total Revenue	\$ 2,122,245	\$ 1,489,837	\$ 1,248,823
Cost of Revenue, Total	\$ 1,222,818	\$ 867,441	\$ 722,262
Gross Profit	\$ 899,427	\$ 622,396	\$ 526,561
Operating Income	\$ 146,097	\$ 80,354	\$ 44,900
Net Income	\$ 116,952	\$ 58,998	\$ 34,795
Effective Tax Rate	28.42%	24.20%	19.17%
Normalized EBITDA	\$ 196,567	\$ 113.57	\$ 78,143
Normalized EBIT	\$ 154,037	\$ 83.07	\$ 45,108

← 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.

Country Comparison

COUNTRIES

Add Countries
Search by name or country code

- China (CHN)
- Canada (CAN)

Select Country Metrics

- Gross Domestic Product (GDP)
- Gross National Income (GNI)
- Unemployment Rate
- Population
- Population Growth
- GDP Growth (annual %)
- GDP per Capita
- GNI per Capita (Atlas method)
- Imports (Goods/Services as % GDP)
- Exports (Goods/Services as % GDP)

Country	Year	GDP (\$ in ten millions)	Population (\$ in ten millions)
China (CHN)	2016	~11,500,000	~14,077,450,000
	2017	~12,500,000	~14,077,450,000
	2018	~13,500,000	~14,077,450,000
	2019	~14,500,000	~14,077,450,000
Canada (CAN)	2016	~16,000,000	~14,077,450,000
	2017	~16,000,000	~14,077,450,000
	2018	~16,000,000	~14,077,450,000
	2019	~16,000,000	~14,077,450,000

China (CHN)
Gross Domestic Product (GDP), Population

Canada (CAN)
Gross Domestic Product (GDP), Population

[View Country Profile >>](#)



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