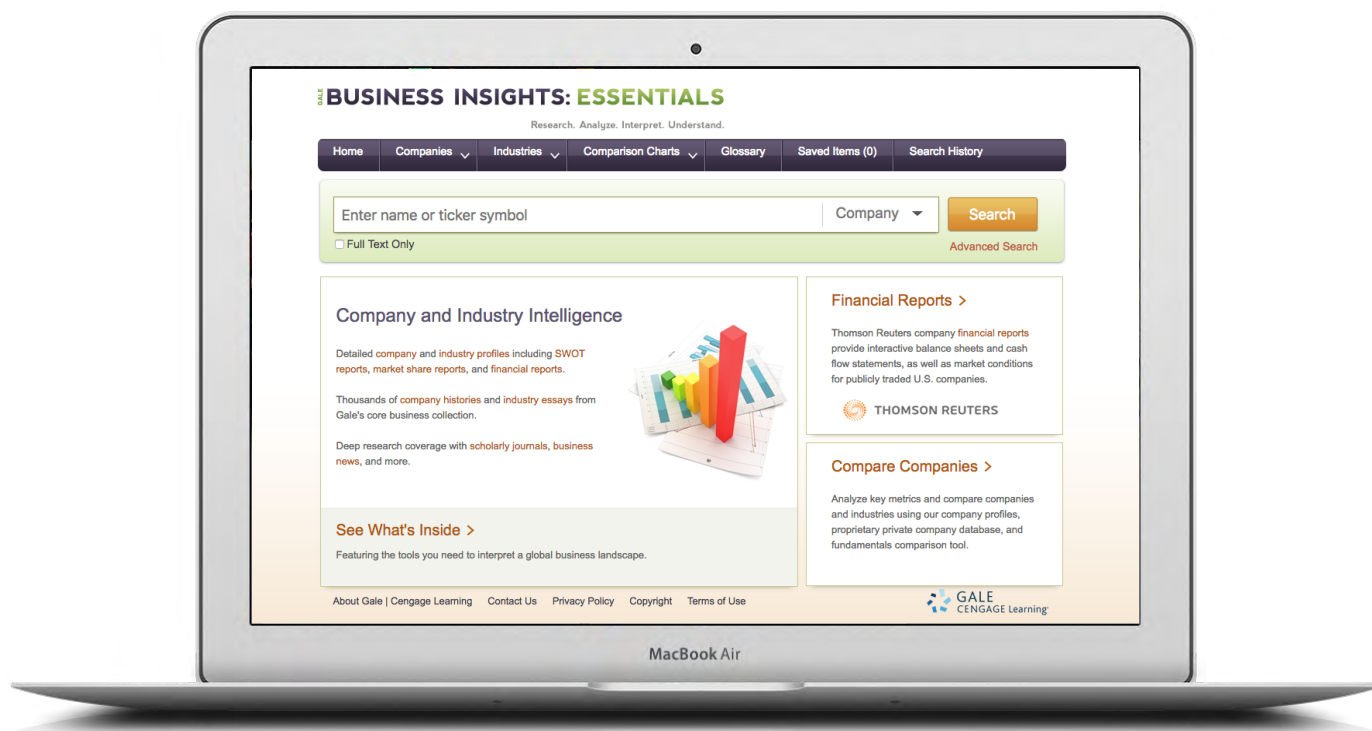


# BUSINESS INSIGHTS: ESSENTIALS

GATHER COMPANY AND INDUSTRY INTELLIGENCE

Gale's *Business Insights: Essentials* transforms business research with interactive tools and in-depth analysis of the history, performance, and opportunities of thousands of companies and industries. You'll find trusted information from premium sources, including market research, investment and financial reports, and articles from top magazines and industry journals. Research companies and understand industries with *Business Insights: Essentials*.



## COMPANIES AND INDUSTRIES

Search company and industry profiles to access organized links to trusted information on thousands of companies and industries. Or, use menu options to target specific documentation.

## COMPARISON CHARTS

Visually analyze companies and industries using metrics like revenue and number of employees. View, print, download, and interact with data in chart or table format.

## FINANCIAL REPORTS

Access interactive balance sheets and cash flow statements for publicly traded U.S. companies. Select reporting periods and compare to other companies.

## SEARCHING

### Basic Search

Start your business research here. Enter your term(s) and then select from drop-down search options.

- Search for **Company** Profiles by name or ticker symbol to find complete pages of background information and organized links to relevant results.
- Find organized **Industry** Profiles by name or NAICS code.
- Use **Article** to discover documents related to your search topic.
- Select **Keyword** to compile Company and Industry Profiles in addition to articles relevant to your search terms. This is the widest basic search option.

### Advanced Search

Customize your search with more limiting options to target relevant results.

Enter terms, determine the type of results you're looking for and select corresponding search indexes, and combine fields with search operators.

- Identify **Articles and Reports** by selecting from indexes like the all-purpose **Keyword**, the more limited **Subject**, or the broad full-text **Entire Document** options.
- Search for **Companies** using the **Company Name** index.
- Locate **Industries** with the **SIC** or **NAICS 2017** indexes. If you would like to search across all types of results by SIC or NAICS codes, use Select Limiters options instead.
- Look for **Associations** based on things like their **Name**, **SIC** or **NAICS** code.
- Connect your terms with drop-down search operators. **AND** ensures your results mention both terms. **OR** broadens your search to results mentioning either term. **NOT** excludes a term.

**Select Limiters** to use with terms and indexes to create a very specific search, or use them alone to run a broad search. Limit to **full text** or **peer-reviewed results**, use the drop-down to specify **content types** like trade journals or market research reports, designate that results should relate to specific Industries based on **NAICS 2017** or **SIC codes**, and more

### Subject Guide Search

Hone a business topic by subdivisions, and view narrower and broader related topics. This can help you identify targeted documents focused on a subject of interest.

### Publication Search

Locate titles of interest. Enter the name of a publication. Click on any matching results to view coverage details, and link to articles from individual issues.

### Company and Industry Menus

Jump directly to all available Company Histories, SWOT reports, Industry Essays, Market Share Reports, and more.

### Comparison Charts

Access interactive charts to visualize revenue and other key metrics. **Add/Remove** companies or industries, select a metric, view results as tables or charts, and even print, download, or share each chart.

The screenshot shows the 'BUSINESS INSIGHTS: ESSENTIALS' homepage. At the top, there's a navigation bar with links for Home, Companies, Industries, Comparison Charts, Glossary, Saved Items (0), and Search History. Below this is a search bar with the placeholder 'Enter name or ticker symbol' and a dropdown menu set to 'Company'. A 'Search' button is to the right. Below the search bar, there are three main content areas: 'Company and Industry Intelligence' with a bar chart, 'Financial Reports' with a link to 'Financial Reports >', and 'Compare Companies' with a link to 'Compare Companies >'. The page also features a 'See What's Inside >' link and a 'THOMSON REUTERS' logo.

The screenshot shows the 'Advanced Search' page. It features a search bar at the top with the same navigation and search options as the homepage. Below the search bar, there are tabs for 'Advanced Search | Subject Guide Search | Publication Search'. The main section is titled 'Advanced Search' and includes an 'Enter Search Terms:' section with three input fields and dropdown menus for 'Keyword', 'Subject', and 'Entire Document'. There are 'AND' operators between the fields and 'Remove Row' buttons. An 'Add Row' button is also present. Below this is a 'Select Limiters:' section with various options: 'Content Type' (a dropdown), 'Publication Title' (a text input), 'Peer Reviewed Only' (checkbox), 'Full Text Only' (checkbox), 'Articles and Reports' (checkbox), 'Industry (NAICS 2017)' (a dropdown), 'Industry (SIC)' (a dropdown), 'Start Date' (MM/DD/YYYY), and 'End Date' (MM/DD/YYYY). A 'Search' button is at the bottom.

## WORKING WITH RESULTS

Explore a variety of results depending on the type of search you have selected.

### Company Profiles

Research hundreds of thousands of public and private companies. Each company profile includes useful sources with specific materials varying based on the company.

- Use **Key Information** to form a quick picture of the company. Click each figure to create an interactive graph of data. Note that you can also graph company data using the Comparison Charts drop-down.
- Link to information about **Companies with Similar Revenue** and **Industries** to understand the company within the context of similar businesses.
- Click **Company Information** links to build a more thorough understanding of the business. You may find articles from trusted periodicals covering recent developments, a company chronology and history detailing the company's past, official investment reports and interactive financials providing economic performance data, market share reports and rankings comparing the company to other businesses within the market, and a valuable SWOT report summarizing the company's full circumstances.
- Access **Related Articles by Subject** to find articles covering specific aspects of the company like its operations and strategies.

**BUSINESS INSIGHTS: ESSENTIALS**  
Research. Analyze. Interpret. Understand.

Home Companies Industries Comparison Charts Glossary Saved Items (0) Search History

**Target Corp.**  
NYSE: TGT  
http://www.target.com  
guest.relations@target.com

Key Information	Companies with Similar Revenue	Revenue	Industries	NAICS Code
Sales: \$71,879,000,000	Walmart Stores Inc.	\$485,873,000,000	All Other General Merchandise Stores	452319
Employees: 345,000	Costco Wholesale Corp.	\$129,025,000,000	Primary Industry	
Sales Per Employee: \$208,345	Carrefour S.A.	\$80,650,080,000	Greeting Card Publishers	511191
Year Founded: 1982	Groupe Auchan S.A.	\$62,713,900,000	Supermarkets and Other Grocery (except Convenience) Stores	445110
Location: United States	Dollar General Corp.	\$21,986,600,000	Department Stores	452210
			Family Clothing Stores	448140

**Company Information:**  
Academic Journals  
Company Chronology  
Company Histories  
Financials  
Investment Reports  
Magazines  
Market Share Reports  
Rankings  
News  
SWOT Reports  
Trade Journals

**Business Description:**  
Provider of everyday essentials, including food, fashion and differentiated merchandise at discounted prices through retail and digital channels, the company also offers loyalty incentives.

**Fiscal Year:**  
January 31, 2017

**Company Type:**  
Public, Headquarters

**CIK:**  
0000027419

**Auditor:**  
Ernst & Young LLP

**Contact Information:**  
1000 Nicollet Mall  
Minneapolis, MN 55403  
United States  
Tel: (612) 304-6073 (800) 440-0680

**SMSA Code:**  
5120 - Minneapolis-St. Paul, MN-WI, MN

**Officer(s):**

### Industry Profiles

- Use **Key Information** to form a quick picture of the industry. Click each figure to create an interactive graph of data. Note that you can also graph industry data using the Comparison Charts drop-down.
- Link to information about **Top Companies** to understand the full context of the industry based on its major players.
- View **Industry Essays** to grasp the industry's background before completing further analysis.
- Click **Industry Information** links to continue investigating major trends and developments within the industry. You may find articles from trusted periodicals reporting current issues, valuable market research detailing industry opportunities and strategy, and market share reports and rankings covering the full context of companies within the industry.

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**Software Publishers**

Key Information	Top Companies	Revenue
Number of Companies: 958	Microsoft Corp.	\$89,950,000,000
Employees: 1,417,761	Siemens Corp.	\$78,296,000,000
Annual Revenue: \$418,399,510,000	CTN Data Inc.	\$43,566,910,000
Sales Per Employee: \$295,113	Oracle Corporation Japan	\$38,226,000,000
NAICS: 511210	Oracle Corp.	\$37,728,000,000

**Industry Information:**  
Academic Journals  
Associations  
Magazines  
Market Research  
Market Share Reports  
Rankings  
News  
Trade Journals

**Industry Essays** (Explore overview essays related to this industry)

- ★ **Mobile Apps**  
Industry overview *Encyclopedia of Emerging Industries, 2018*  
Mobile applications, commonly referred to as "apps," are software programs designed to run on mobile devices, including tablet computers and smartphones. At the start of the 2010s, the world mobile applications market ...
- ★ **Knowledge Management Software and Services**  
Industry overview *Encyclopedia of Emerging Industries, 2018*  
Please note: this essay is being provided for historical context only and is no longer being

### Association Profiles

View basic descriptions and contact information for associations related to a variety of industries. Associations often compile research related to their members and markets, and can serve as a helpful tool for answering questions and understanding business needs.

## Articles and Reports

Build background knowledge and access up-to-date analysis.

- View articles from **Academic Journals**, **Magazines**, **Newspapers**, and **Trade Journals** covering recent business developments, professional analysis, and scholarly perspectives. New results are added every day.
- Select **Company Chronologies** and **Company Histories** to understand the historical background of key businesses.
- Choose **Market Share Reports** and **Rankings** to identify top performers within specific markets.
- Read **SWOT Reports** for an in-depth analysis of the internal and external circumstances affecting companies.
- Access short **Videos** for an engaging look at topics related to business.

## Search Result Options

Use varied options to page through, sort, and limit results depending on the type of content returned by your search.

- Sort By:** Use this drop-down to view articles with the highest relevance based on factors like the frequency and location of references to your search terms, or sort by publication date, article title, or publication title.
- Search Within:** Enter additional terms to focus on results that mention those terms.
- Limit By:** Filter by content type, subject, publication date, and more, or click to limit to full-text or peer-reviewed results. Use these options to save time finding the trustworthy information you need.

The screenshot shows the 'BUSINESS INSIGHTS: ESSENTIALS' search interface. The search term 'marketing' is entered in the search bar. The results are displayed in a list format, showing various articles and reports. The 'Limit By' dropdown is set to 'Article'. The search results include titles like 'Patent Issued for Mobile Hologram Apparatus (USPTO 9946225)', 'FORM 8-K: KLEVER MARKETING INC Files Current Report Updated on 27-04-18', and 'Pond5 Taps Talent from Viacom and eBay for Roles of CTO and CRO, Respectively'. The interface also shows navigation options like 'Home', 'Companies', 'Industries', 'Comparison Charts', 'Glossary', 'Saved Items (0)', and 'Search History'.

## WORKING WITH DOCUMENTS

### Tools

Click the title of a result to access document tools and features.

- Click the **Listen** tool to have the article read aloud to you, or to download the audio .mp3.
- Use the **Translate** drop-down to create a machine translation of the document in a selected language.
- Choose **Save** to add the article to a temporary **Saved Items** folder available in the banner. Use this feature to gather several articles and then download, print, email, or bookmark all at once. *Once Business Insights: Essentials is closed, Saved Items are erased to protect privacy.*
- Click **Print Preview** or **Download** to create a copy of the result.
- Use **Citation Tools** to generate a citation using MLA or APA style.
- Share** the result. You'll find a **Bookmark** link back to practically any page within *Business Insights: Essentials*. Copy and paste the link anywhere you'd normally share a URL. You can also use options to post the result to **social media sites**, or **email** it.

The screenshot shows the document tools for a selected article. The tools include 'Listen', 'Translate' (set to English), 'Save', 'Print', 'Download', and 'Share'. The article content is visible below the tools, starting with 'Company Perspectives' and 'Company Origins: 1994'. The interface also shows navigation options like 'Home', 'Companies', 'Industries', 'Comparison Charts', 'Glossary', 'Saved Items (0)', and 'Search History'.

# LEARN MORE

If you require further assistance with *Business Insights: Essentials*, please ask your librarian or visit [support.gale.com/training](http://support.gale.com/training).

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