

GALE BUSINESS INSIGHTS: COMPANY RESEARCH

Gale Business: Insights contains detailed company, industry, and country information as well as industry publications and case studies. Utilize this tip sheet to find workflows for researching company information, identify competitors, and gain a competitive edge.

FIND

BROWSE COMPANIES

- Select **Browse All Companies** on the homepage.
- Utilizing the drop downs, narrow your results based on desired company characteristics and available data.
- Select your company of interest to access a **Company Profile**.

SEARCH FOR COMPANIES

- If you know all or part of the company name, type it in the **Basic Search** bar and select a suggested **Company Profile**.
- Or perform a search to find matches in the **Companies** content type area.

The screenshot shows the Gale Research Complete homepage. At the top, there's a navigation bar with 'GALE RESEARCH COMPLETE' and 'Gale Business: Insights'. Below this is a search bar with the text 'mmm' entered. To the right of the search bar, a 'Top Suggestions' dropdown menu is visible, listing 'Company Profiles (MMM) 3M Company' and '(MMM) Mass Megawatts Wind Power Inc.'. Below the search bar, there's a section titled 'Gain Deep Insight on Companies Around the Globe' with a 'Browse All Companies' button. To the right, there's a 'Most Searched Companies' section listing 'Amazon.com, Inc.', 'The Coca-Cola Co.', 'Apple Inc.', and 'Nike, Inc.'. At the bottom, there's a 'Companies' section with a table of company data.

Company	Revenue (US\$ million)	NAICS Code	Country/Territory	State/Province	Available Data
3M Company Public Company	\$24,575.0M	289113	United States	Minnesota	SWOT Analysis Company History Chronology
A1 Telekom Austria Group Public Company	\$42,340.0M	517111	Austria		
Abbott Laboratories Public Company	\$32,541.2M	283412	United States	Illinois	
ABB Electrobus Public Company	\$12,040.0M	353200	Sweden		
ABB SKF Public Company	\$5,210.0M	332991	Sweden		
Accor S.A. Public Company	\$6,660.0M	721110	France		
Advanced Micro Devices, Inc. Public Company	\$25,795.0M	334413	United States	California	

ACCESS

COMPANY PROFILE

- Once you have found your company of interest, select it to be taken to the **Company Profile**.
- Utilize the top section of the **Company Profile** to find basic information like revenue, subsidiaries, and leadership.

Depending on available data, additional sections of the **Company Profile** may include:

- **Company Overview** – read about company history, chronology, brands, leadership.
- **Historical Revenue** over time
- **SWOT Analysis** from *Global Markets Direct* *SWOT Reports*

The screenshot shows the Gale Research Complete Company Profile page for 3M Company. The page is titled '3M Company' and 'Company Profile'. It contains a table with basic information: Website (3m.com), 2024 Revenue (US\$ million) (\$24,575.0), Company Hierarchy (88 Subsidiaries), Headquarters (Saint Paul, MN), Country/Territory (USA), Social Media (Facebook, Twitter, LinkedIn, YouTube), Employees (61,500), Company Type (Public (MMM)), Chief Executive Officer (Bill Brown), and Founded (1902). Below this is a 'Company Overview' section with a paragraph about the company. To the left, there's a sidebar with 'In-depth Articles' (Company History, Chronology) and 'Company Details' (Brands, Leadership, Historical Revenue). At the bottom, there's a 'SWOT Analysis' section with a paragraph about the objective of a SWOT analysis and a 'Read full SWOT analysis' button. To the right of the SWOT Analysis, there's a table with 'Helpful' and 'Harmful' columns, and 'Internal' and 'External' rows. The cells contain 'S Strength', 'W Weakness', 'O Opportunity', and 'T Threat'.

	Helpful	Harmful
Internal	S Strength	W Weakness
External	O Opportunity	T Threat

KEEP GOING to see additional areas of the Company Profile. >>>

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ANALYZE

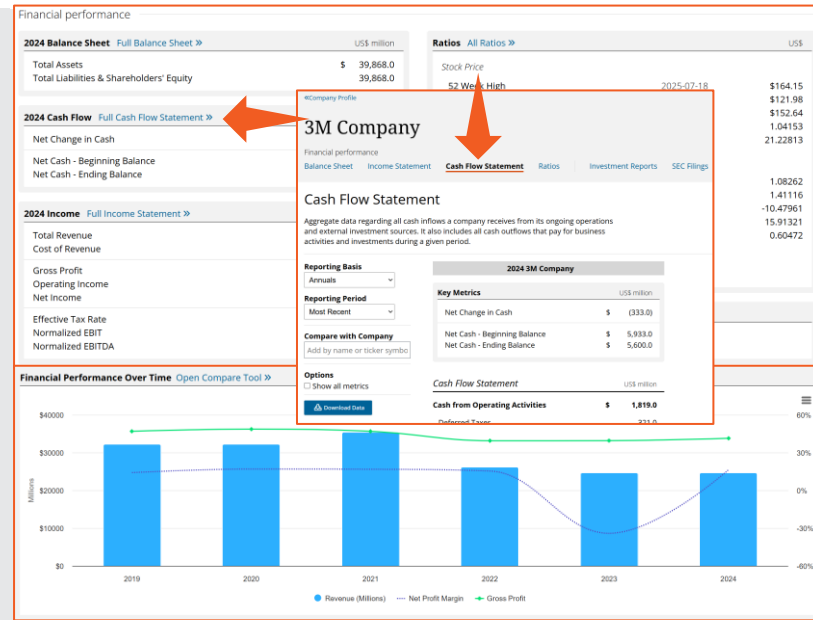
FINANCIAL PERFORMANCE

Depending on available data, sections may include:

- **Balance Sheet**
- **Cash Flow statement**
- **Income statement**
- **Ratios**
- **Investment Reports**
- **Financial Performance Over Time**

Expand each section by clicking on >> to reach more details and view the data in new ways.

- Use the drop-downs to customize the time period shown, change metrics, or compare with another company's data.
- **Download Data** as a .csv file to save your view



RESEARCH

Further down the Company Profile, find more types of information related to your company.

COMPETITORS

- View a list of known competitors, and **Compare Companies**

INDUSTRY

- Identify the NAICS code and classification.
- Learn more about the company's primary and secondary industries.

COMPANY ARTICLES

- Helpful document types to explore include:
 - Academic Journal Articles
 - Market Research Reports
 - Trade Journal Articles
 - Market Share / Rankings
 - Magazine Articles
 - News
 - Reference
 - Case Studies
 - Videos



DIG DEEPER: COMPARE PUBLIC COMPANIES

- Select the **Compare** button to reach this tool
- Select 1, 2, or 3 companies by **name**
- Graph **revenue** and/or **employee** count
- **Download** the graph image or raw data

