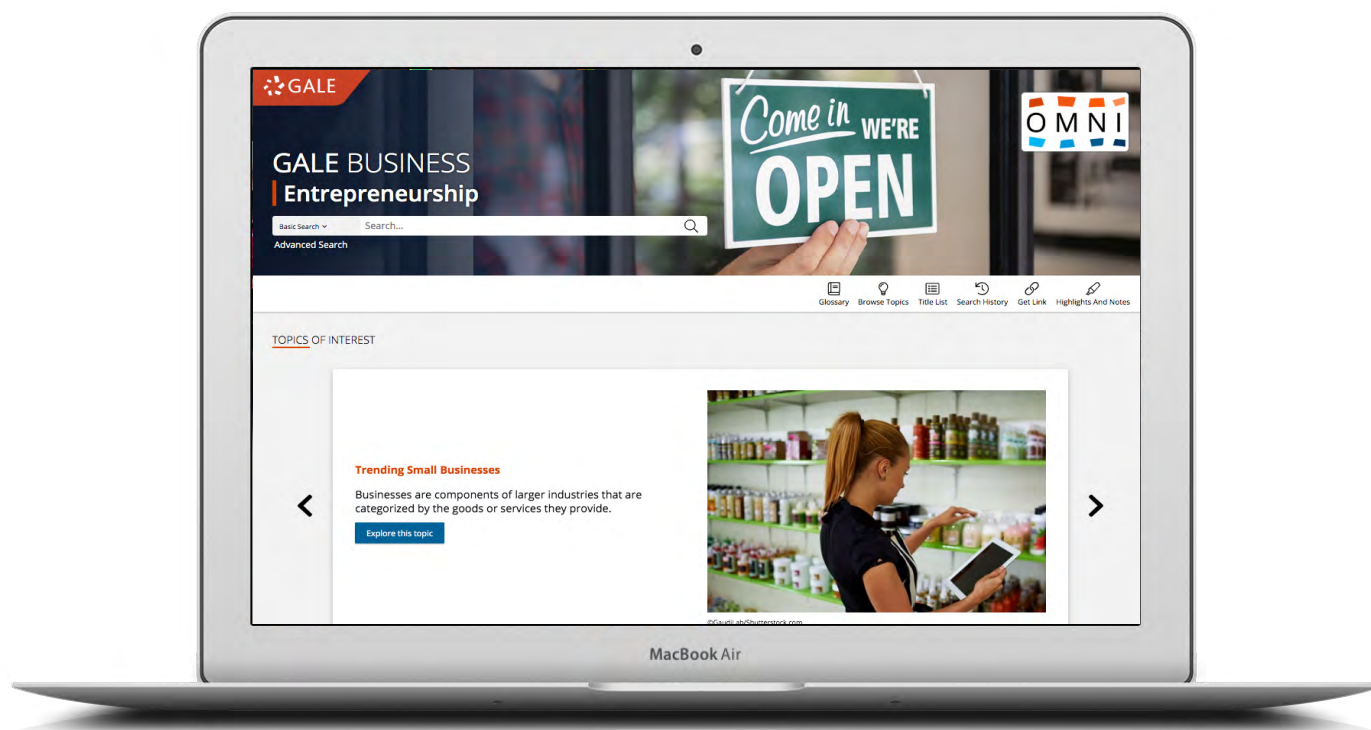


GALE BUSINESS: ENTREPRENEURSHIP

MASTER ALL ASPECTS OF STARTING AND OPERATING A BUSINESS

Gale Business: Entrepreneurship brings together hundreds of sample business plans, small business journals, and encyclopedias. You'll find resources covering all aspects of entrepreneurship and small business, including accounting, HR, management, marketing, taxes, and more. Plan, fund, start, and manage your business with *Entrepreneurship*.



PLAN

Start your business planning research



FUND

Explore a variety of sources to fund your small business



START

Browse business types and structures within the United States



MANAGE

Maintain and grow your small business

SEARCHING CONTENT

Basic Search

Searches across the entire resource for results
Basic Search is a good place to start when you have a specific business concept or topic in mind.

Advanced Search

Customizes your search and targets relevant results
Select from search fields and run complex searches.

- **Keyword** provides a good general option to start.
- **Subject** increases specificity if your basic or keyword search produces too many results.
- **Entire Document** searches for any mention of your terms within documents' full text, allowing you to find coverage of very specific business terminology.
- Narrow your results with **More Options**, including publication date, document type, and more.

Subject Guide Search

Takes a guided approach to finding your topic
Select Subject Guide Search to narrow a single topic by subdivisions, and view narrower and broader subjects.

Publication Search

Verifies the availability of a publication within Entrepreneurship
Enter the title of a business publication. Click matching results to view coverage details, and link to entries or articles.

BROWSING CONTENT

Topic Pages

Provide a starting point to understand key business topics
Topic pages begin with an overview, and may also contain the following:

- Successful **Business Plans** for real businesses (names/locations have been changed) that you can use as samples when drafting your own business plan. Use the Table of Contents to quickly navigate key sections like market analysis and review of risk factors.
- **Recommended Resources** that provide overviews of topics related to establishing and managing a small business. These entries come from books like *Encyclopedia of Small Business*, and other premier business encyclopedias and references.
- Articles from full-text **Magazines and Journals** that contain entrepreneurial and industry-specific perspectives to inform your small business decisions.
- **News** from hundreds of local newspapers that keeps you up-to-date on the latest developments related to your market and industry.
- Streamed **Videos** that provide multimedia business perspectives from reputable research sources.

WORKING WITH RESULTS

Search Results

Organized by content type, with sorting and filtering options

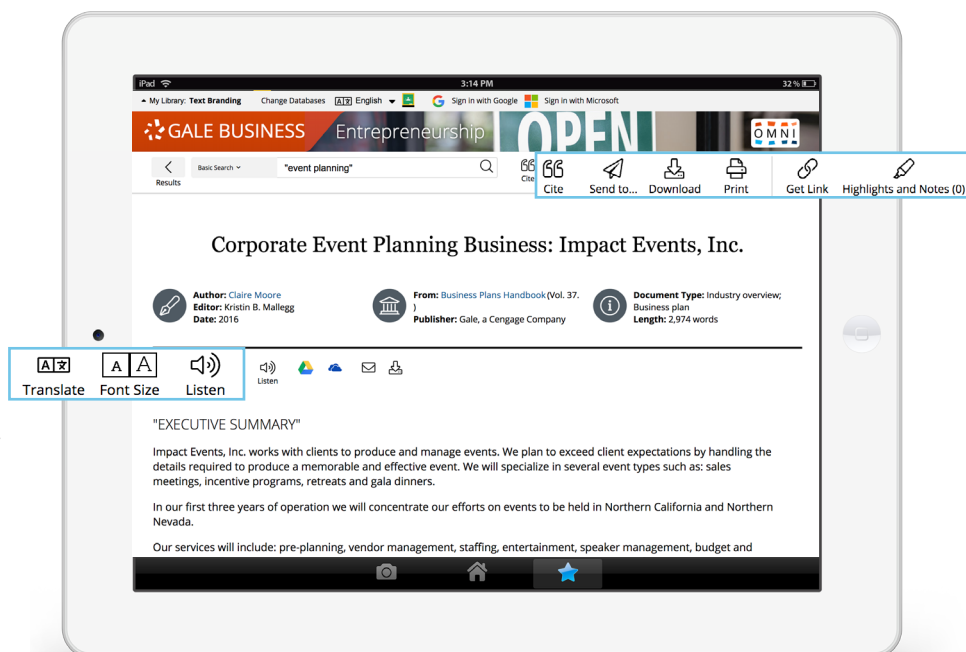
- **Sort By:** Use this drop-down to view articles with the highest relevance based on factors like the frequency and location of references to your search terms, or to view the newest or oldest articles.
- **Filter Your Results:** Click to access and apply limits based on **Date Published**, **Subjects**, **Document Type**, and more. Or, select **Search Within** and submit additional terms to refine your search. Use these options to narrow your topic when you have a large number of results.

WORKING WITH DOCUMENTS

Tools

Manage content with document tools and features

- Use **Cite** to generate a citation using MLA, APA, or Chicago style. Export the citation into a variety of tools, or simply copy and paste it into your bibliography.
- Click **Send to...** to email or export the result to your Google Drive™ or OneDrive™ account, allowing you to access it indefinitely. An *Entrepreneurship* folder is automatically created to make it easy to find your exported documents.
- **Download** or **Print** the document to keep a copy of the result, including any highlights and notes you've added.
- Use **Get Link** to create a URL back to practically any page you choose. Copy and paste the link in documents, on websites, or anywhere else you'd normally place a URL. This tool provides an easy way for you to share individual results, searches, and more.
- Annotate important text with **Highlights and Notes**. Click and drag to select text within a result, choose a highlighter color, and add notes to the selection. Download, Print, or Send to... email, Google Drive™, or OneDrive™ to retain your highlights and notes with the result. You can also click the Highlights and Notes tool and then choose **View All Highlights and Notes** to access a summary of your annotations. *Once you leave the database, your work is erased to protect your privacy.*
- Select **Translate** to view a machine translation of the document in the language of your choice.
- Click **Listen** to have the article read aloud to you. After clicking play, you can download the audio .mp3.
- **Explore** similar results by selecting articles listed under **More Like This**. Or, click **Related Subjects** to find additional documents with similar subject terms. These options link you to further results to boost your understanding and enhance your research.



**LEARN
MORE**

If you require further assistance with *Gale Business: Entrepreneurship*, please ask your librarian or visit gale.com/training.

GALE
A Cengage Company