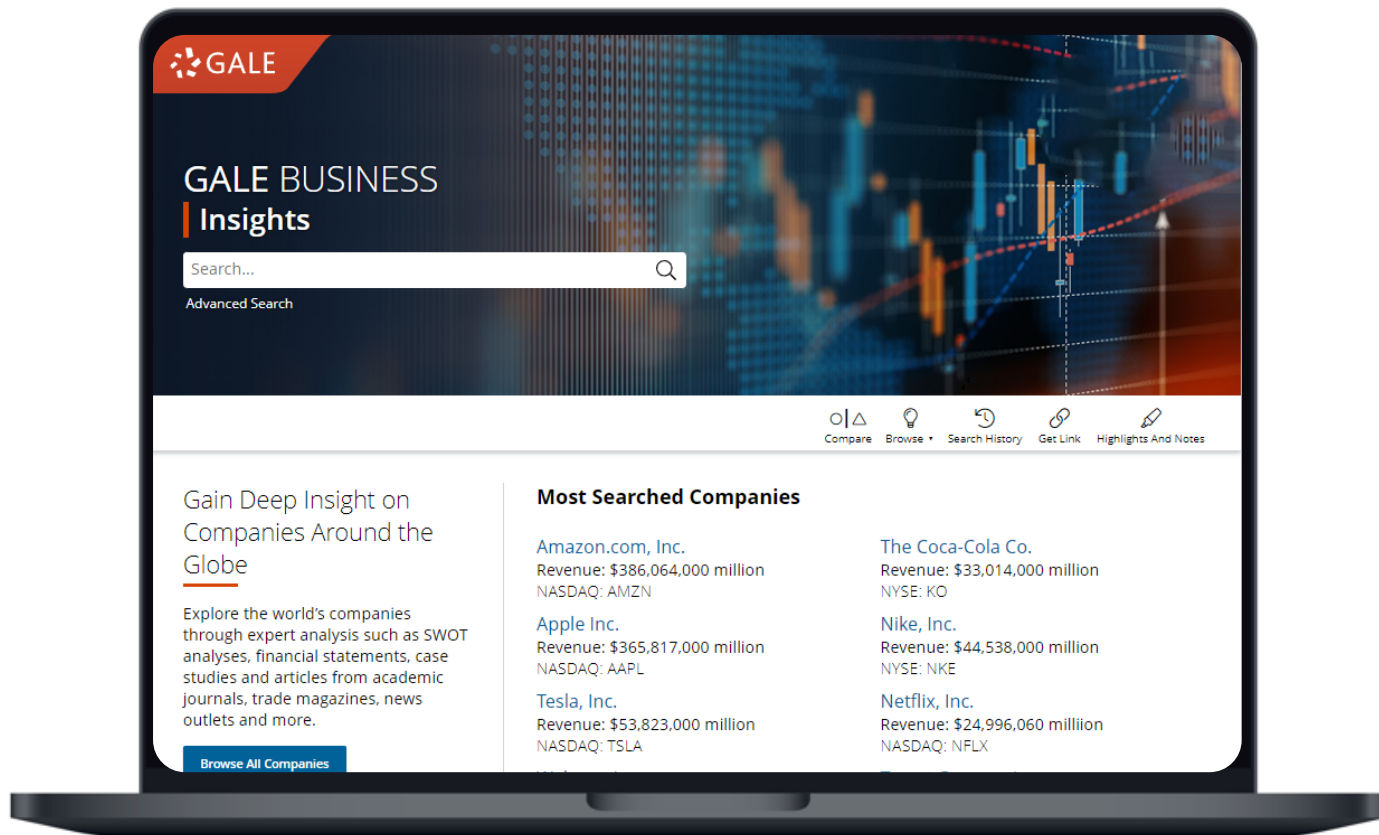# GALE BUSINESS: INSIGHTS

Gale Business: Insights 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.

COMPANIES
Search and Browse for over 420,000 companies based on company type, industry, revenue and more. Company financial information, SWOT analyses, and histories provide a more holistic view.

COUNTRY & MARKET
Build and understanding of countries and markets across the globe with demographic and financial information, background articles, and news/magazine content.

INDUSTRY
Explore industries utilizing industry reports, case studies, Plunkett reports, and more. Search by industry name or code to pull more precise results.

BUSINESS PUBLICATIONS
Browse popular publications including *The Economist* and *The New York Times,* or search to find specific industry titles.

TURN THE PAGE to learn more about *Gale Business: Insights* and explore best practices to enhance your research.

GALE

Gale, here for **everyone.**

SEARCH

Basic Search

Utilize **Basic Search** to find specific companies, industries, topics, or markets based on your search term.

- To find companies search the company name or ticker symbol. A predictive text drop down will lead you in the right direction.
- Search for industries by industry name or NAICS code.
- **Academic Journals**, **Magazines, Newspapers**, **Trade Journals**, **Case Studies**, and more can be found utilizing a simple search term like "Labor Relations".
- Search for a Country and utilize the predictive text drop down to access its profile.

Advanced Search

Advanced Search allows you to customize your search with more limiting options to better target your results.

- Select **Advanced Search** under the **Basic Search** bar on the homepage, or next to the **Basic Search** bar on any other page.
- Choose what and where you want to search by using the **Search Options** bar.
- Connect your search terms with drop down search operators. **AND** ensures your results mention all terms, **OR** broadens your search to include results for either term, and **NOT** excludes a term.
- Narrow your search by content type, or filter to full text or academic articles.

Additional Search Options

While in **Advanced Search** you have the option to select specific content areas to focus your results.

- **Subject Guide Search**: Identify targeted documents focused on a subject of interest.
- **Publication Search**: Locate titles of interest and view coverage details.
- **Glossary Search**: Understand advanced business vocabulary while remaining in the resource.
- **Company**, **Industry**, **Country**, and **Reports** Search: Each section provides results only attached to the special section.

::: GALE

Browse

Homepage Browse
While on the homepage you can browse the main contents of *Gale Business: Insights*, including companies, industries, and countries.
- Select any of the blue **Browse All** buttons in the body of the homepage to be launched to that content.
- Browsing will allow you to see all entries into your chosen field (like company or industry), and provides simple filtering to narrow your results.
- Select any entries listed under the **Most Searched** or **Most Used** sections on the homepage to launch directly to that information only.

Browse Icon
You will notice throughout the platform a **Browse** icon follows along in the tool bar. This icon allows you to immediately start browsing any content type.
- Select the **Browse** icon in the white tool bar at the top of your page.
- The drop-down options allow you to choose what you would like to browse, including companies, industries, and publications.
- You can filter you results once you select an option from the drop-down.

Comparison Charts

Comparison Charts
Compare multiple companies, industries, or countries within *Gale Business: Insights*. Utilizing this tool you can choose which variables to highlight, and how to display them.
- Select the **Compare** button in the tool bar at the top of your page.
- Choose your category: **Company**, **Industry**, or **Country**.
- Search for your desired entities using the available search bar.
- Limit to the metrics you want to view (you can select one, a few, or all).
- Utilizing the toolbar at the top of the page you can print your results, send them to Google/Microsoft drive, get a shareable link, download to your computer, or email them.

GALE BUSINESS: INSIGHTS

Company, Industry, and Country Profile Pages

Company Profile Pages

Company Profiles have been created to organize all content within *Gale Business: Insights* related to specific companies. On these pages you will find company background, financials, SWOT analyses, and articles.

- **Search** or **Browse** to find a company, and select it.
- Utilize the top of the **Profile Page** to read an **Overview** of the company.
- Scroll down the page to find detailed financial reporting, as well as competitor and industry information.
- The **Company Articles** section at the bottom of the page allow you to explore news, reference works, case studies, trade journals, and more.

Industry Profile Pages

Industry Profiles provide insights into industry information like key players, annual revenue, and various reports.

- **Search** or **Browse** to find an industry. You may want to consider using the NAICS code for more precise results.
- The top of the **Industry Profile** page will provide you with a background, industry reports, and similar industries.
- Choose to view **Top Companies** within the industry either globally or within a specific country using the drop down under **Top Companies by Revenue**.
- The bottom of the page will provide you with articles related to your industry.

Country Profile Pages

Country Profiles are designed to give a holistic view of a country's economic state. Financials, demographics, and articles provide detailed information.

- Choose a country by **Searching** or **Browsing**.
- Country demographics start the page, you will be able to see population, GDP, and more.
- Utilize the **Country Comparison** to view the country relative to others with similar GDPs. You can navigate to the full **Comparisons** section here as well.
- The **Articles** section provides information not only on the countries but the companies and industries within them.