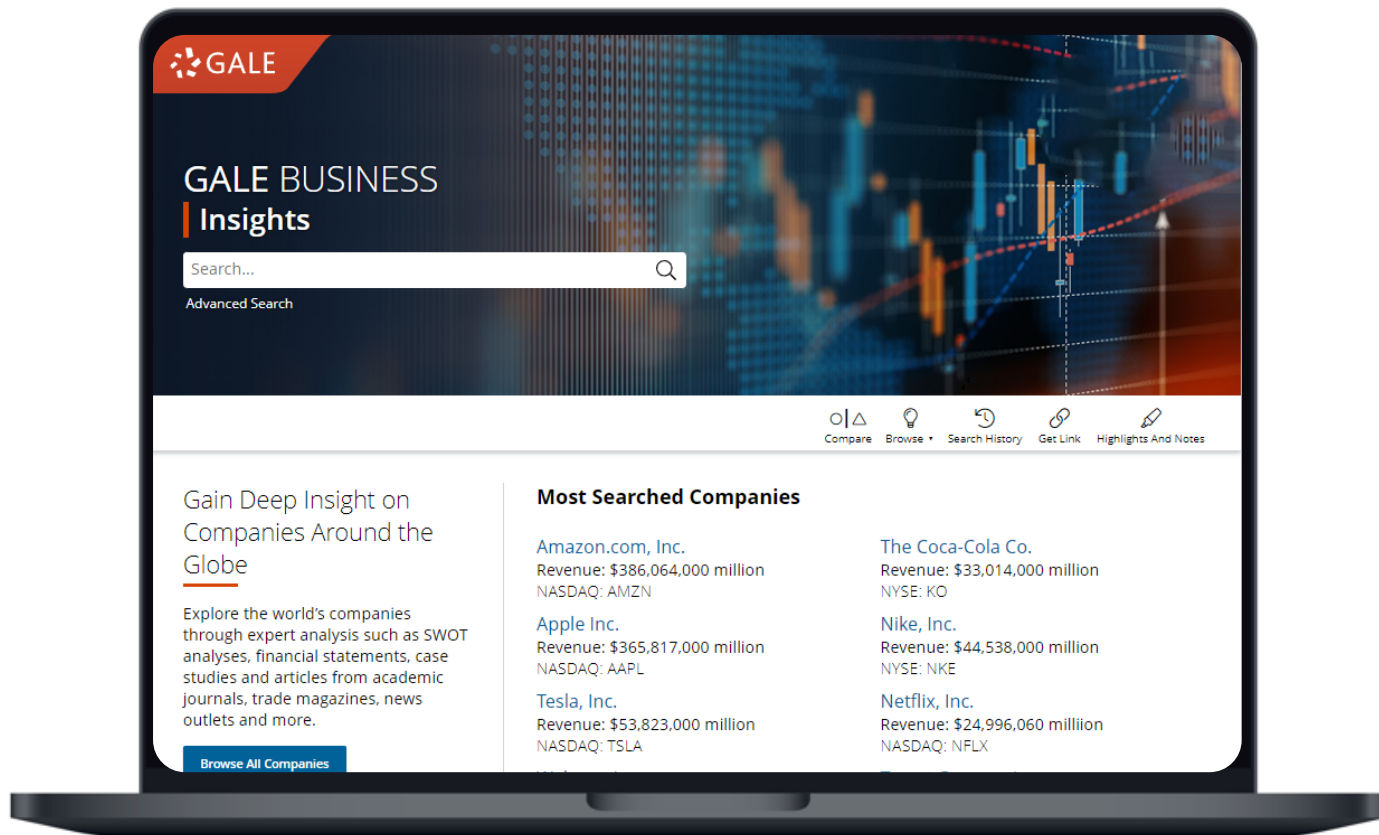


# GALE BUSINESS: INSIGHTS

*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.

## 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 BUSINESS: INSIGHTS

## 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 your 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.

The screenshot shows the homepage of Gale Business Insights. At the top, there is a search bar and navigation icons. Below this, there are four main sections: 1. 'Gain Deep Insight on Companies Around the Globe' with a sub-section 'Explore the world's companies through expert analysis...'. 2. 'Most Searched Companies' listing Amazon.com, Inc., Apple Inc., Nike, Inc., Netflix, Inc., Target Corporation, Starbucks Corporation, and Microsoft Corporation with their respective revenues and stock tickers. 3. 'Read Top Business Publications' with a 'Browse All Publications' button. 4. 'Most Used Publications' listing various journals and magazines like 'The Economist', 'The New York Times', 'The Guardian', etc. A blue box highlights the 'Browse All Companies' button.

The screenshot shows the 'Companies' page in Gale Business Insights. It features a search bar, 'Advanced Search' options, and a navigation menu with 'Companies' selected. Below the search bar are filters for 'Company Type', 'Revenue', 'NAICS', 'Location', and 'Available Company Data'. A dropdown menu is open, showing options: Companies, Industries, Countries, Publications, Topics, Glossary, Financial Reports, and Investment Reports. Below the filters is a table of companies with columns for Company, Revenue (US\$ million), NAICS Code, Country, and Location.

Company	Revenue (US\$ million)	NAICS Code	Country	Location
001 Reactfast Solutions Ltd. Private Company		561450	China	
01 Communique Laboratory Inc. Public Company	\$4.4M	511210	Canada	Ontario
01 Communique Laboratory Inc. Public Company	\$0.4M	511210	Canada	Ontario

The screenshot shows the 'Comparison Charts' page in Gale Business Insights. It features a line chart comparing the revenue and employee counts of Apple Inc. (AAPL) and Microsoft Corporation (MSFT) from 2005 to 2020. The chart shows revenue in US\$ million on the left y-axis and employees on the right y-axis. The x-axis represents years from 2005 to 2020. A legend indicates that the blue line represents Revenue and the green line represents Employees for Apple Inc. (AAPL). Below the chart is a table with columns for Company, Revenue, and Employees.

Company	Revenue	Employees
Apple Inc. (AAPL)		
Microsoft Corporation (MSFT)		

## 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.

**Amazon.com, Inc.**

**Company Profile**

<b>Website</b> amazon.com	<b>2021 Revenue (US\$ million)</b> \$469,822.0	<b>Company Hierarchy</b> 11 Subsidiaries	<b>Headquarters</b> Seattle, WA	<b>Country/Territory</b> USA
<b>Social Media</b> Facebook, Twitter, Instagram, LinkedIn, YouTube	<b>Employees</b> 1,608,000	<b>Company Type</b> Public (AMZN) NASDAQ Global Select Market	<b>Chief Executive Officer</b> Andrew R. Jassy	<b>Founded</b> 1994

**Company Overview**  
Online retailer and web service company that provides products such as apparel, auto and industrial items, beauty and health products, electronics, grocery, books, games, jewelry, kids and baby products, movies, music, sports goods, toys, tools, and other related products. It also offers related support services, including home delivery and shipping, website hosting, and other web related services. The company merchandises these products through company-owned online and physical platforms. These platforms are also used by various third parties for selling their goods. The company also manufactures and commercializes various electric devices and allows authors, musicians, filmmakers, and others to publish and sell content.

**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.

	<b>Helpful</b>	<b>Harmful</b>
<b>Internal</b>	<b>S</b> Strength	<b>W</b> Weakness
<b>External</b>	<b>O</b> Opportunity	<b>T</b> Threat

**In-depth Articles**  
Company History, Chronology

**Company Details**  
Brands, Leadership

**Footwear Manufacturing**

NAICS Code 316210

**Industry Profile**

<b>Annual Revenue (US\$ million)</b> \$71,752 (est.)	<b>Employees</b> 514,940	<b>Companies</b> 666	<b>Largest Company (by Revenue)</b> Dr. Martens plc
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**Industry Overview**  
This industry comprises establishments primarily engaged in manufacturing footwear (except orthopedic extension footwear).

**Top Companies by Revenue**  
Globally

Name	Revenue (US\$ million)	Country
Dr. Martens plc London Stock Exchange: DOCS	\$1,066,610.0 M	GBR
Nike, Inc. NYSE: NKE	\$46,710.0 M	USA

**Related Industries**  
31: Manufacturing  
3161: Leather and Hide Tanning and Finishing  
316110: Leather and Hide Tanning and Finishing  
3162: Footwear Manufacturing  
316210: Footwear Manufacturing  
3169: Other Leather and Allied Product Manufacturing  
316992: Women's Handbag and Purse Manufacturing  
316998: All Other Leather Good Manufacturing

**United States**

**Country Profile**

<b>GDP (US\$ million)</b> \$22,996,100	<b>GDP Growth</b> 5.67%	<b>Population</b> 331,893,745	<b>Population Growth</b> 0.12%	<b>GDP per capita (US\$)</b> \$69,288	<b>GNI (US\$ million)</b> \$23.39	<b>Unemployment</b> 5.35%
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**Country Overview**  
The United States of America, commonly known as the United States, is a country primarily located in North America. As one of the largest countries by total area in the world, it consists of 50 states, a federal district, 5 major unincorporated territories, 326 Indian reservations, and some minor possessions. The country shares its land borders with Canada to the north and Mexico to the south and maritime borders with Cuba, Russia, and the Bahamas. The US economy in the world, with a per capita income of \$69,288, is one of the most advanced in the world. The country's major industries are pharmaceuticals, and medical, aer...

**Top Companies by Revenue**

Name	Revenue (US\$ million)	Country
The Vanguard Group, Inc. Private Company	\$7,200,000.0 M	USA

**Country Comparison**  
United States Compared to 4 Countries Closest in GDP (USD)