

GALE

BUSINESS INSIGHTS: GLOBAL

Research. Analyze. Interpret. Understand.



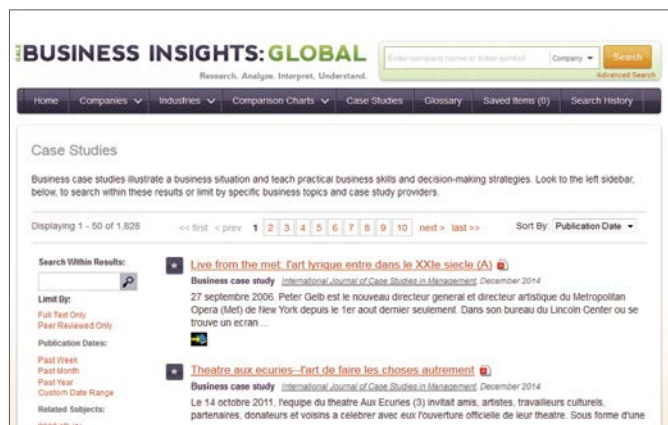
Gale Business Insights: Global – the first of Gale’s Business Insights solutions – designed to address the needs of a new generation of business researchers.



Gale Business Insights: Global – homepage



Gale Business Insights: Global – Interactive LiveChart



Gale Business Insights: Global – Case Studies

Gale Business Insights: Global combines an international perspective and sophisticated research tools with convenient access to a range of comprehensive learning materials. Designed to move researchers quickly to higher levels of understanding and application, *Gale Business Insights: Global* uses case studies, statistical data sources, news articles, academic journals and topical reference materials organised by country, company and industry to quickly engage users in the global business environment.

Gale Business Insights: Global is the first online resource that empowers students to not just research topics, but to interpret their research. Deep business intelligence powered by statistical data lets students spend less time searching for data – and more time connecting their discoveries to practical applications.

“Gale Business Insights: Global is a very useful resource for business students.”
Business Student, University of Exeter

“This is a sophisticated database with powerful search capabilities that are easy to use. The...way in which Gale has interwoven the various pieces of information makes for a product that goes beyond simply providing stand-alone collections of information— it enables researchers to see complex relationships clearly and to get fuller stories than mere data alone can convey.”
Cheryl LaGuardia, *The Library Journal*

"This is probably the best database of information that is available."
Business Student, University of Exeter

Gale Business Insights: Global

much more than an aggregation of business statistics and articles

Gale Business Insights: Global contains:

- **Case Studies** from Gale CaseBase that can be used in the classroom, and information from over 300 additional publishers
- **Interactive LiveCharts** for economic and business indicators that let students generate their own analyses and generate custom charts for use in reports and presentations
- **Inline article content** that lets users explore the broader context behind events and trends they perceive in economic data
- Hundreds more **economic and business indicators** that let users analyse economies, companies and industries
- **Global company, country, and industry overviews** full of detailed information, as well as interactive rankings and stats, with quick links to associated news, case studies and academic journal articles
- Global industry **research reports** for specific industries within specific countries
- Academic journal articles, periodical articles, news articles, newswires and other news media
- **Topic overviews** on major areas of international business, with quick links to associated content
- **Company histories and market share data** including unlisted companies in Europe and beyond
- Faceted search results, extensive deep links, multiple sorting options
- **Videos** focused on topics in management, leadership, and other areas.



"As a PhD student in sector and branch economics, I found your business database very helpful not only in my dissertation research but also it turned out to be a brilliant source of career information."
John T. Nthengwe, PhD Student, Slovak University of Technology

Benefits for Academic Libraries

By combining extensive authoritative data and powerful analytical tools, *Gale Business Insights: Global* turns international business intelligence into a broader understanding.

Students are equipped to research international business topics and compare global economies, companies and industries in the context of timely news and reports. Interactive charting tools make it easy to analyse statistical data.

Educators are enabled to better teach international business topics with access to authoritative content organised around countries, global data sets and case studies that bridge the gap between the research environment and the learning environment.

Librarians are empowered to meet the needs of professors and students seeking hard-to-find data, demonstrating the enduring value of the library to the academic institution.

Benefits for Public Libraries and Corporate Needs

Gale Business Insights: Global presents business professionals, entrepreneurs, and the general business researcher with access to comprehensive international business intelligence, compiled into a logical, useable context.

Professionals have access to detailed information on global businesses, comprehensive overviews on countries, interactive rankings and stats, and quick links to associated news, case studies and articles.

Entrepreneurs have the ability to compare multiple metrics, suggested metrics and inline article content allowing them to explore the broader context behind events and trends they perceive in economic data.

Business researchers will increase productivity by locating hard-to-find data, accomplishing tasks and meeting goals more quickly and easily with advanced search features and extensive deep links within search results.

Benefits for FE Colleges

With its clean, modern design, *Gale Business Insights: Global* will benefit college students and enhance their learning through a real range of interlinked, diverse resources spanning a multitude of disciplines.

The modern interface is intuitive to use - tools such as search assist and the suggestion of linked search terms ensure that it is easy to navigate around and completely user-friendly.

The material included is not only vast - it's authoritative and in-depth too. You'll find content included from a range of sources including UK and international newspapers, journals and more.

The 'related articles' feature reveals articles linked to those you are searching for. This encourages the exploration of the content and increases learning.

The platform exposes students to higher-level research they will need during their further education.

For a free trial, pricing, or further information contact
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