### BUSINESS INSIGHTS: GLOBAL

Research. Analyze. Interpret. Understand.

# A FASTER, EASIER WAY TO CONDUCT GLOBAL BUSINESS RESEARCH

Globalization is the biggest opportunity and the greatest challenge for the future of business. As students face a new marketplace, they need an edge. *Gale Business Insights: Global* is the online resource that gives students the edge they need. With unique access to the most meaningful business information, *Gale Business Insights: Global* is designed to give MBA and business students a true competitive advantage in the international marketplace.

Deep business intelligence powered by statistical data lets students spend less time searching for data—and more time connecting their discoveries to practical applications.



#### Transforming information into insight

In today's fast-paced world of business, students must grasp, analyze and comprehend more information than ever before. *Gale Business Insights: Global* empowers students to go beyond researching topics to interpret their research. This unique resource offers the most comprehensive and convenient way to find full case studies, analytical tools, and in-depth statistical data coupled with deep research – and it lets users easily compare global economies, companies and industries. The features you and your students will find in *Gale Business Insights: Global* leads to a complete, interactive experience that fosters understanding through engaging, contextual information, access to deep analytical tools, and close connections that unite curriculum and research assignments.

### Create a research experience you can't get anywhere else with these signature features

- Integrated narratives with statistical data
- Easy compare and contrast
- Support for case methods

## Adapting the curriculum to the increasingly global nature of the business world

*Gale Business Insights: Global* turns international business intelligence into broader understanding:

- Educators can better teach international business by organizing our content around countries, data sets and topics, and by extending cases and data from the research environment into the learning environment
- Librarians can assist students, professors and professionals in their search for hard-to-find data, helping them succeed while demonstrating the enduring value of the library

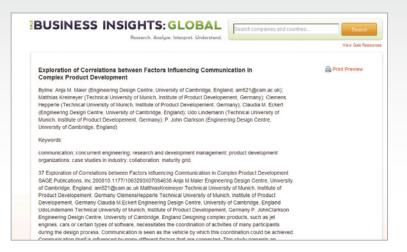
**Transforming Learning through Innovation** 

For pricing or a free trial for your institution contact emea.marketing@cengage.com

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#### CONTENT PREVIEW



- Case Studies from our timely CaseBase collection, as well as cases from partners worldwide
- **Global industry research reports** for specific industries within specific countries



 Interactive LiveCharts for economic and business indicators that let students generate their own analyses and generate custom charts for use in reports and presentations



• Global company and country overviews full of detailed information, as well as interactive rankings and stats, with quick links to associated news, case studies and academic journal articles



### Give students the tools they need to succeed... now!

Be the first to discover the future of business research.

Visit www.gale.com/businessinsights to learn more and sign up for a free trial.



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