



Business and Company ASAP

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If your library users need a comprehensive source of company data and business periodicals, your complete solution is *Business and Company ASAP*. In one fully integrated online resource, *Business and Company ASAP* provides access to all the business and management journals, trade journals, newspapers and directories needed for in-depth research on companies, products, markets, industries, economics, and management disciplines. It also provides full-text U.S. and international private and public company directory listings, and full-text PR Newswire releases on those corporations. With *InfoTrac*® linking is easy between all these integrated resources and researchers achieve a richer, more complete perspective on their topics. Subscribe to *Business and Company ASAP* through *Gale PowerSearch*, and your library gains 24-hour, remote access to the right business content, through your preferred interface, with the right technical configuration for your needs.

INDEXED/FULL-TEXT TITLES:

Go to www.gale.com for up-to-date information on title lists.

- Business and management journals
- Trade/industry periodicals
- Local area business journals
- International economics journals
- *Ward's Business Directory*; *Graham & Whiteside's™ World Company Series*
- PR Newswire releases
- Newspapers: The Wall Street Journal, The New York Times (business/finance section), The Financial Times and Investor's Business Daily

DATE RANGE: 1980 to present

MORE IN-DEPTH COVERAGE IN ONE SELF-SERVICE RESOURCE

Business and Company ASAP gives researchers a broader and deeper view of a company, industry, market, or business and management topic by integrating multiple source types: key business, management and economic journals; top national newspapers; journals from every major industry; detailed, full text company directory U.S. and international listings, with much hard-to-find private company data; and the latest full-text PR Newswire releases. With its intuitive linking between source types, *Business and Company ASAP* allows researchers to access all of this information in one fast and seamless search — without switching resources or asking for staff assistance.

▲ In addition to subject searches, researchers can also search by year, full-text articles, journal and keyword



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SAMPLE APPLICATIONS

- Competitive analysis of companies and their products, including rankings
- Research on industry trends
- Analysis of a company's line(s) of business and markets
- Research on the latest product launches and reviews
- Background research for job hunting and investing
- And more!

FOR EXAMPLE

For the researcher comparing the short- and long-term business strategies of several major banks, *Business and Company ASAP* delivers:

- Detailed, full-text directory listings for corporations including sales volumes and names of key officers
- PR Newswire releases with late-breaking news on management changes
- Newspaper articles on mergers
- Information on industry trends
- Broader, more conceptual information on strategic planning issues

GALE POWERSEARCH DELIVERS IT ALL — SEAMLESS SEARCHING AND OPTIMAL RESULTS

Intuitive, flexible and powerful, the *InfoTrac* interface makes *Business and Company ASAP* a truly self-service resource for your users.

It features:

- Superior indexing and a vast controlled vocabulary to aid searchers in locating relevant information without the aggravation of hunting for one exact term
- Our subject guide, which provides “See” and “See Also” references to guide patrons to similar or related topics
- A dual-mode interface, including Advanced Search, that helps users quickly pinpoint exactly what they need to answer their questions, whether they start with a general or precise idea of what to search
- Customizable search options that you configure and control

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The screenshot shows the Gale InfoTrac interface. At the top, there is a navigation bar with the InfoTrac logo and a search bar. Below the search bar, there are several menu items: Help, Article, Dictionary, Title List, Print, Email or Printview, Links, and View mark list. The main content area displays the following information:

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