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GVRL allows you to customise your reference collection to suit your library's needs, selecting from more than 2,500 titles from both Gale and our publishing partners, whilst conserving shelf space and offering unlimited usage.

GVRL delivers reference works as individual title databases that can be combined into customised collections for cross-title searching. The result is fluid access to an unrivalled reference collection with no checkout requirements, no turn-aways and multi-volume sets always available. Collections can be created from any combination of titles to form cross-searchable databases and users can search a single eBook, a sub-collection on a specific theme or the full collection.

PowerSearch

Gale's PowerSearch platform also enables GVRL to be cross-searched with newspaper and journal content on InfoTrac, giving users seamless access to a range of content types.

New for 2009

A new more visually appealing interface for PowerSearch gives users a web-like experience and includes added features that will appeal to and empower library users, students and researchers.

New features developed following end-user feedback include: simplified browsing, on-demand translation of documents for 11 languages, individual account profiles, enhanced search results that incorporate context-sensitive multimedia including images, videos and podcasts and Web 2.0 sharing tools.

For more information about GVRL please visit www.gale.cengage.com/gvrl or contact us on emea.enquiries@cengage.com or +44 (0)1264 332 434

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Cacciani SA de CV
Cambridge University Press
Cartographica Ltd
Charles Scribner's & Sons
Columbia University Press
Cengage Course Technology
CyberTech
David Bateman

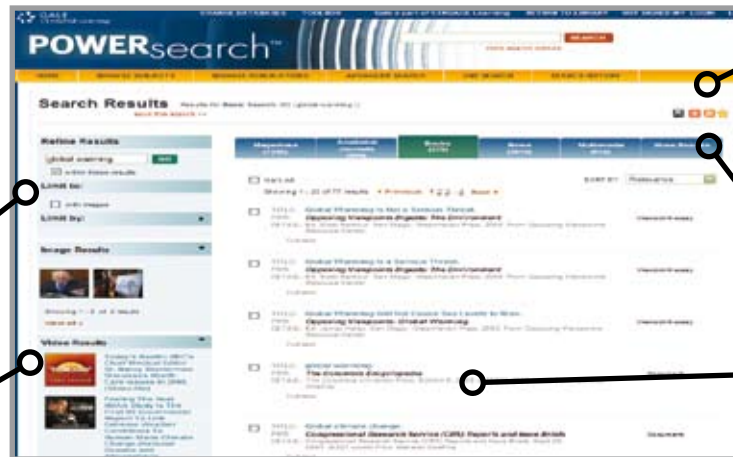
Digitalia
Dorling Kindersley
Ediciones Akal
Elsevier
Gale
Gale Asia
Greenhaven Press
Greenwood Press
Grey House Publishing
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Linworth Publishing, Inc.
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McGraw-Hill Professional
M.E. Sharpe
New Strategist Publications Inc.
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Rutgers University Press
SAGE Publications
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Sharpe Press
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St. James Press
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Numerous ways for researchers to refine or expand their search in order to achieve precise results

Multimedia - relevant images, videos and podcasts displayed next to the results



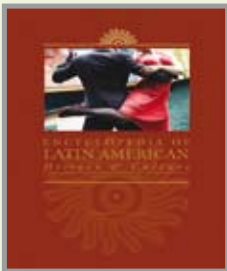
Web 2.0 sharing functionality including RSS feeds

Bookmarks allow users to save, re-use and share search results. Results can be emailed, downloaded or printed.

Search results are clearly listed and take the user directly to the source

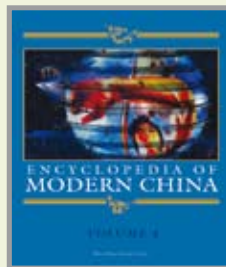
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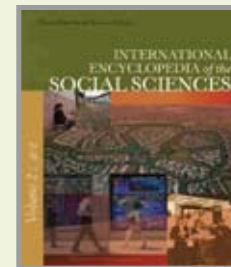
Encyclopedia of Latin American History & Culture

Page 16



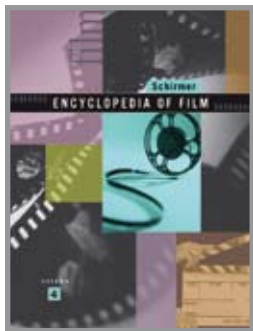
Encyclopedia of Modern China

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International Encyclopedia of the Social Sciences

Page 24



Schirmer Encyclopedia of Film
 1st Edition
 Imprint: Schirmer Reference
 Published: December 2006
 ISBN 13: 9780028657912
 ISBN 10: 0028657918
 4 Volumes
 \$482.00
 Call for eBook pricing



Black Literature Criticism
 Authors Since 1950
 1st Edition
 Imprint: Gale
 Published: May 2008
 ISBN 13: 9781414431703
 ISBN 10: 1414431708
 3 Volumes
 \$482.00
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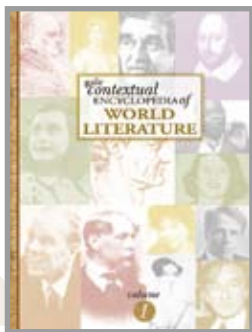
This reference provides a comprehensive and accessible introduction to film and film studies, covering aspects such as production, national traditions, studios, genres, critical theory and film history.

Approximately 200 entries cover specific topics, including acting, censorship, editing and lighting. Also included are more than 230 career profiles, placing individual achievements in the context of specific topics (for example, Robert Altman is featured in the article on “sound”). Additional features include a comprehensive index; a list of further reading sources; 350 black and white and 150 full colour photographs.

- Articles are organized within categories (Production, National Traditions, Studios, Genre, Critical Theory, and History and Culture) and range in length from 1,500 to 8,000 words.
- Although there are many books devoted to listing films, casts and reviews, there is no comprehensive reference devoted to film studies.
- Supports interdisciplinary approaches in fields such as English, American Studies, Women’s Studies, History, Social Studies, Art and Art History.

Black Literature Criticism: Authors since 1950 builds on the tradition established by the RUSA Award-Winning Black Literature Criticism, 1st Edition, published in 1992, and its Supplement, published in 1998.

The new set is designed to stand alone or, for libraries that own the previous releases of Black Literature Criticism, to complement them with a wealth of new materials. Black Literature Criticism: Authors since 1950 introduces students and other researchers to Black Literature’s leading figures. Approximately one third of the set updates classic black authors originally covered in Black Literature Criticism, 1st Edition; the other two thirds of the set treat new and emerging authors not covered before. Overlap between this set and the original Black Literature Criticism is minimal, and all critical essays are new. Readers will find a wealth of background information as well as robust full-text criticism for each author, including biographical sketches, critical reception of works, explanatory notes and further readings. With approximately 75 entries, averaging 12,000 words in length, this set is designed to meet the needs of university students, general readers and teachers.



Gale Contextual Encyclopedia of World Literature
1st Edition
Imprint: Gale
Published: February 2009
ISBN 13: 9781414448701
ISBN 10: 1414448708
4 Volumes
\$495.00
Call for eBook pricing



This four-volume set covers world authors from many periods and genres, building a broad understanding of the various contexts - from the biographical to the literary to the historical - in which literature can be viewed. The Gale Contextual Encyclopedia of World Literature allows a reader to analyze an author's work as a reflection of the heritage, traditions and experiences of the author's personal life and the beliefs, events, and lifestyles of the world at the time.

The nearly 500 entries also identify the significant literary devices and global themes that define a writer's style and place the author in a larger literary tradition as chronicled and evaluated by critics over time. For example:

- Samuel Beckett's work often tried to express the pure anguish of existence as exemplified in the work of French existentialist writers Albert Camus and Jean-Paul Sartre.
- George Eliot chose a male pen name to distinguish herself from the large number of female authors of popular romances during her time.

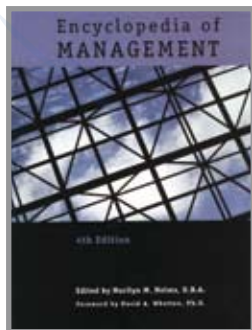


Gale Contextual Encyclopedia of American Literature
1st Edition
Imprint: Gale
Published: July 2009
ISBN 13: 9781414431307
ISBN 10: 1414431309
4 Volumes
\$495.00
Call for eBook pricing



The Gale Contextual Encyclopedia of American Literature covers American authors from many periods and genres, building a broad understanding of the various contexts - from the biographical to the literary to the historical - in which literature can be viewed. This four-volume set allows a reader to analyze an author's work as a reflection of the heritage, traditions and experiences of the author's personal life and the beliefs, events, and lifestyles of the United States at the time, giving such context as:

- Tarzan author William S. Burroughs was interested in eugenics - the study of methods to improve the human gene pool, and the same "science" that Hitler used to try to legitimize the Holocaust.
- Known mostly for her portrayal of her mental health issues, Sylvia Plath was also a feminist writer who channelled her frustration as a woman with a career during the conservative, post-World War II society.
- Ralph Waldo Emerson was instrumental in building an American culture of literature and arts distinct from the "parent culture" of England and Europe.



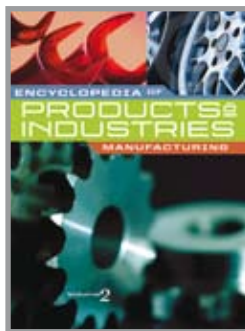
Encyclopedia of Management
6th Edition
Imprint: Gale
Published: March 2009
ISBN 13: 9781414406916
ISBN 10: 1414406916
1 Volume
\$345.00
Call for eBook pricing



Following the format of the successful Encyclopedia of Business, the Encyclopedia of Management covers 350 topics in management theories and applications, written by academics and business professionals who have first hand knowledge of the particular topic or essay they are contributing.

Topics covered include :

- Aggregate planning
- Benchmarking
- Logistics
- Diversification strategy
- Non-traditional work arrangements
- Performance measurement
- Productivity measures
- Supply chain management



Encyclopedia of Products & Industries
- Manufacturing
1st Edition
Imprint: Gale
Published: December 2007
ISBN 13: 9781414429830
ISBN 10: 1414429835
2 Volumes
\$777.00
Call for eBook pricing



Encyclopedia of Products & Industries - Manufacturing is designed for students who need to research products and the relationships between products and their industries.

It will help users explore various aspects of products, the manufacturers, suppliers, immediate and adjacent industries and markets.

This two volume set will emphasise manufacturers of durable goods such as tyres, cars, appliances, business equipment, home furnishings and sporting goods.

Tables, charts and statistics augment the essays and include market size, market share and the market segments in which each product is sold.

For more information or to place an order please contact
emea.enquiries@cengage.com
or +44 (0)1264 332 424

Gale Directory Library

For many years Gale has been publishing authoritative directories on companies, publishers, associations, products and people. Now these multi-volume directories are available online in a dynamic, cross-searchable environment which allows users to search, sort and export a range of data for research purposes.

- **Find contacts** - find a company, person, publication, association and more. Basic search lets users quickly look up entries by name or keyword. Alternatively, use Advanced Search to search specific fields of information
- **Generate lists or analyse trends** - export search results and use them in programmes like Microsoft Excel, to generate mailing lists or for more detailed data analysis.
- **Cross-searchable** - this innovative platform hosts a growing number of directory titles. Each title can be searched individually by its own unique data fields, or users can search across the entire directory collection.

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- Information Industry Directory
- International Research Centers
- Medical and Health Information Directory
- Telecommunications Directory
- Tradeshows Worldwide

For more information visit
www.gale.cengage.com/directorylibrary


The screenshot shows a search results page for 'Cable Business'. A table of contact information is highlighted with a blue box and an arrow pointing to the 'City' column.

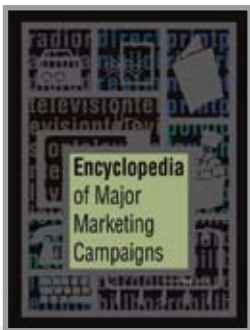
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Entry No.	Company Name	Main Address - Street	Street 2	City	City	State	Zip	Country	Phone	Fax	Website	Mobile	Mobile	Mobile	Mobile
1	Cable Business	9850 Kensington Rd		Orland	Orland	CA	94553	USA	916-835-1100	916-835-1100	www.cablebusiness.com				
2	Cable Business	9850 Kensington Rd		Orland	Orland	CA	94553	USA	916-835-1100	916-835-1100	www.cablebusiness.com				
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13	Cable Business	9850 Kensington Rd		Orland	Orland	CA	94553	USA	916-835-1100	916-835-1100	www.cablebusiness.com				
14	Cable Business	9850 Kensington Rd		Orland	Orland	CA	94553	USA	916-835-1100	916-835-1100	www.cablebusiness.com				
15	Cable Business	9850 Kensington Rd		Orland	Orland	CA	94553	USA	916-835-1100	916-835-1100	www.cablebusiness.com				
16	Cable Business	9850 Kensington Rd		Orland	Orland	CA	94553	USA	916-835-1100	916-835-1100	www.cablebusiness.com				

Graham & Whiteside Directories - Now Available on Gale Directory Library

With their unique coverage of unlisted companies and international scope, Graham & Whiteside directories have forged more than a 30 year reputation in businesses and libraries for well researched, detailed company information. The release of Graham & Whiteside's directories on Gale Directory Library marks the beginning of a new online era for Graham & Whiteside - unlocking valuable data contained in the **World's Major Companies Series** and **Industry Sector Series** and placing it at the heart of its users' workflow.

Each directory is packed with essential facts and contacts, including addresses, phone and fax numbers, email and web addresses together with listings of companies activities, executive names, financial information for the previous two years, parent company and associates, agents and trade names - all of which can now be searched, sorted and exported.

Title	Print ISBN	Title	Print ISBN
Major Companies of the Arab World 2010	9781860995828	Major Companies of Central and Eastern Europe and the CIS 2010	9781860995965
Major Companies of Europe 2010 Vol 1	9781860995835	Major Companies of Africa South of the Sahara 2010	9781860995972
Major Companies of Europe 2010 Vol 2	9781860995842	Major Companies of Latin America and the Caribbean 2010	9781860995989
Major Companies of Europe 2010 Vol 3	9781860995859	All published October 2009	
Major Companies of Europe 2010 Vol 4	9781860995866	Major Telecommunications Companies of the World 2009	9781860995729
Major Companies of Europe 2010 Vol 5	9781860995873	Major Chemical and Petrochemical Companies of the World 2009	9781860995736
Major Companies of Europe 2010 Vol 6	9781860995880	Major Energy Companies of the World 2009	9781860995743
Major Companies of Europe 2010 Vol 7	9781860995897	Major Financial Institutions of the World 2009 SET (2 Vols)	9781860995774
Major Companies of Europe SET (7 Vols)	9781860995903	Major Information Technology Companies of the World 2009	9781860995798
Major Companies of Asia and Australasia 2010 Vol 1	9781860995910	Major Food and Drink Companies of the World 2009	9781860995781
Major Companies of Asia and Australasia 2010 Vol 2	9781860995927	Major Pharmaceutical and Biotechnology Companies of the World 2009	9781860995804
Major Companies of Asia and Australasia 2010 Vol 3	9781860995934	All published April 2009	
Major Companies of Asia and Australasia 2010 Vol 4	9781860995941		
Major Companies of Asia and Australasia SET (4 Vols)	9781860995958		



Encyclopedia of Major Marketing Campaigns
 2nd Edition
 Imprint: Gale
 Published: December 2006
 ISBN 13: 9780787673567
 ISBN 10: 0787673560
 2 Volumes
 \$374.00
 Call for eBook pricing

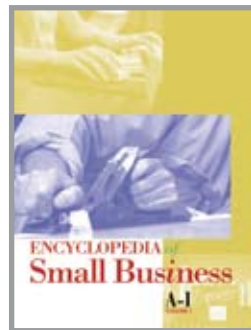


This completely new second volume explores nearly 475 major marketing and advertising campaigns from 1999-2006.

Entries profile recent print, radio, television, billboard and Internet campaigns. Each essay discusses the historical context of the campaign, the target market, the competition, marketing strategy, and the outcome. Photos and sidebars enhance the text.

The Encyclopedia includes:-

- Nearly 500 detailed, custom written essays including overview, history, strategy, competition, outcome and further reading
- Approximately 600 graphic elements including photographs and sidebars
- Full contact information for each profiled company
- Guest foreword written by an industry expert



Encyclopedia of Small Business
 3rd Edition
 Imprint: Gale
 Published: November 2006
 ISBN 13: 9780787691127
 ISBN 10: 0787691127
 2 Volumes
 \$578.00
 Call for eBook pricing



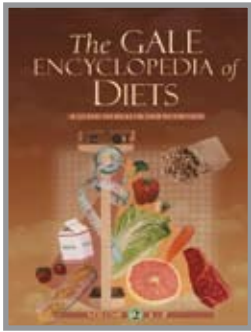
By their very nature and economic limitations, small business owners rely on self-guided research and gut instinct rather than highly compensated executive rosters and boards to help shape their strategy and guide their decisions. Responding to this need, Gale presents the third edition of the award-winning Encyclopedia of Small Business.

This well received resource, last published in 2002, is fully revised and expanded to reflect current issues in the burgeoning small business environment. In two volumes, the Encyclopedia addresses matters of importance to anyone interested in launching or growing a new business venture as well as students and other researchers.

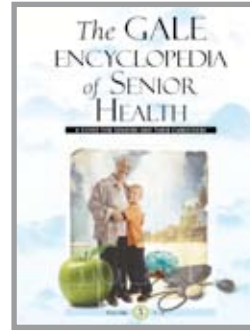
Both practical and comprehensive, the Encyclopedia provides more than 600 detailed articles and overviews of key topics that are especially relevant to small business owners, a range of photographs, tables and graphs to support the text and "Further Readings" information, directing readers to sources for continued study.



Titles with this symbol are also available on the Gale Virtual Reference Library (see pages 2-3)



The Gale Encyclopedia of Diets
1st Edition
Imprint: Gale
Released: November 2007
ISBN 13: 9781414429915
ISBN 10: 1414429916
2 Volumes
\$436.00
Call for eBook pricing



The Gale Encyclopedia of Senior Health
1st Edition
Imprint: Gale
Released: December 2008
ISBN 13: 9781414403830
ISBN 10: 1414403836
5 Volumes
\$650.00
Call for eBook pricing



The Gale Encyclopedia of Diets examines, in two volumes, special diets such as Gluten-free, dieting and popular diets such as Atkins, dietary concerns, nutritional basics, and some effects of a person's dietary choices on their health. An overview of the topics is presented in a standardised and balanced format.

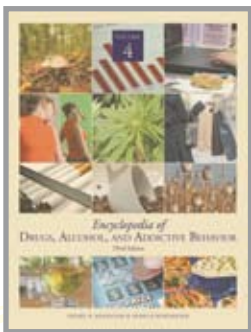
Not intended to be an endorsement of any one diet or lifestyle, the topics presented will be organized around the development and history of a diet, its basic principles, any key figures that influence the trend, and any public or regulatory concerns associated with the practice.

Information is provided across all age groups from infants to the elderly.

This unique resource features approximately 500 entries covering various issues related to aging, disease and treatment options (including medications) for the elderly. The set covers every major body system in detail.

Entries follow a standard format, including a definition, description, symptoms, treatment options and questions to ask your doctor. Topics specific to the aging population but beyond descriptions of medical diagnoses round off the set. Examples include various adaptive devices and equipment, transportation issues, housing options, maintaining mental acuity, definitions and descriptions of the roles of different care givers (e.g. physical therapist and social worker) nutrition and exercise guidelines.

For more information please visit www.cengage.co.uk
or contact us emea.enquiries@cengage.com or +44 (0)1264 332 424



Encyclopedia of Drugs, Alcohol & Addictive Behavior
3rd Edition
Imprint: Macmillan Reference USA
Published: November 2008
ISBN 13: 9780028660646
ISBN 10: 0028660641
4 Volumes
\$620.00
Call for eBook pricing

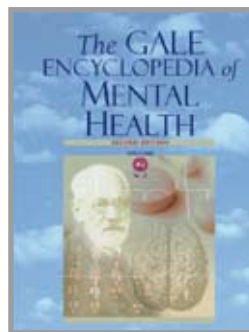


A follow-up to the 2001 award-winning second edition, the Encyclopedia of Drugs, Alcohol, and Addictive Behavior, 3rd edition, updates and expands upon the social, medical, legal and political issues related to drugs and alcohol and associated behaviours. The rapid pace of research in the fields of substance abuse and non-substance abuse addictions since publication of the 2nd edition warrants a new exploration of the field.

In the Macmillan Reference USA tradition, a board of noted scholars in the fields of drugs, alcohol, and addiction bring new scholarship within the discipline to the set alongside discussion of topics often mentioned in today's media. International coverage has been increased and statistics throughout the set have been revisited and thoroughly updated.



**Titles with this symbol are also available
on the Gale Virtual Reference Library
(see pages 2-3)**



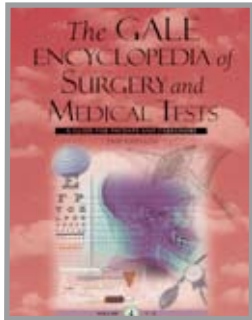
The Gale Encyclopedia of Mental Health
2nd Edition
Imprint: Gale
Published: November 2007
ISBN 13: 9781414429878
ISBN 10: 1414429878
2 Volumes
\$408.00
Call for eBook pricing



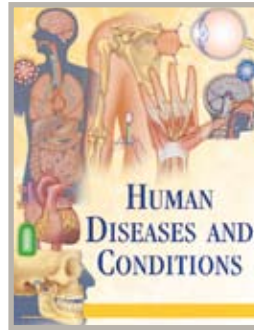
This update to the critically-acclaimed first edition provides in 2 volumes understandable yet detailed information on mental disorders and conditions.

Featuring an easy-to-use format and written in non-technical language, the Encyclopedia includes entries for all 150 disorders classified in the Diagnostic and Statistical Manual of Mental Disorders, text revision (DSM-IV-TR). It also features entries for prescription, alternative and over-the-counter drugs, as well as the various therapies used to treat mental disorders.

"...The articles are more accessible than those in a medical textbook or the DSM-IV-TR, but they still require a fairly high level of literacy. This is an excellent resource for public, academic, and consumer health libraries." ARBA (2003)



The Gale Encyclopedia of Surgery & Medical Tests
2nd Edition
Imprint: Gale
Published: December 2008
ISBN 13: 9781414448848
ISBN 10: 1414448848
4 Volumes
\$520.00
Call for eBook pricing



Human Diseases and Conditions
2nd Edition
Imprint: Charles Scribner's Sons
Published: October 2009
ISBN 13: 9780684312385
ISBN 10: 0684312387
3 Volumes
\$407.00
Call for eBook pricing



Written especially for patients and allied healthcare students by experts in the field, this updated resource provides in-depth coverage of approximately 450 surgical procedures, medical tests and related topics, such as anaesthetics, common lab tests and procedures, medications and post-operative care.

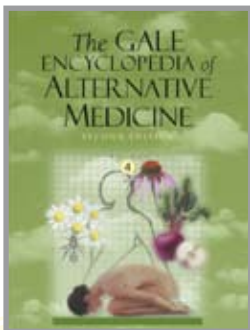
Entries for medical test and surgical procedures follow a consistent format, covering definition, purpose, demographic information, diagnosis/preparation, aftercare, risks, morbidity and mortality rates and alternatives.

Additional features include 175 full-colour illustrations and photographs; bibliographies of further reading sources; a glossary of medical terminology; appendices listing top centres for specific procedures and national organizations and support groups for patients; and a comprehensive index.

The fully reviewed and revised second edition of Human Diseases and Conditions reflects changes in scholarship around human diseases, expands coverage from the first edition and its supplements, and presents the most accurate and up-to-date information available on diseases and conditions. From abscesses to zoonoses, over 450 diseases and conditions are profiled. Ranging from a half-page for minor conditions like hives to seven pages for major diseases like diabetes. Articles include:

- A definition of the disease or condition
- An explanation of what it does to the body
- Information on the causes, symptoms, diagnosis, and treatment
- Prevention and lifestyle guidance where appropriate
- Brief bibliographies and referral lists

For more information or to place an order please contact
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or +44 (0)1264 332 424



The Gale Encyclopedia of Alternative Medicine

Imprint: Gale

Published: November 2008

ISBN 13: 9781414448725

ISBN 10: 1414448724

4 Volumes

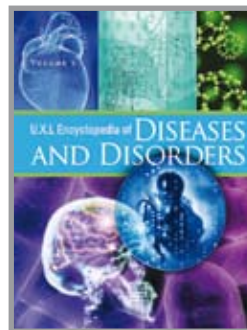
\$540.00

Call for eBook pricing



Gale presents four volumes of current, unbiased information on alternative and complementary medical practices. Covering all aspects of the subject - therapies, conditions/diseases, herbs/plants and people. The Encyclopedia identifies 150 types of alternative medicine being practiced today, including reflexology, acupressure, acupuncture, chelation therapy, kinesiology, yoga, chiropractic, Feldenkrais, polarity therapy, detoxification, naturopathy, Chinese medicine, biofeedback, Ayurveda and osteopathy.

Information on recommended therapies for specific disorders and diseases, medicinal uses for plants and herbs are balanced by conclusions of studies on efficacy and analysis of current levels of acceptance by traditional scientists and doctors. Biographies of pioneers in the field - including Deepak Chopra, Edward Bach and David Palmer - appear as sidebars through the text. The four volumes contain more than 800 entries, approximately 400 colour images, and many informative illustrations and charts pertaining to herbs and flowers, therapies and procedures, nutrition, and diseases and conditions.



U•X•L Encyclopedia of Diseases & Disorders

1st Edition

Imprint: U•X•L

Published: June 2009

ISBN 13: 9781414430652

ISBN 10: 1414430655

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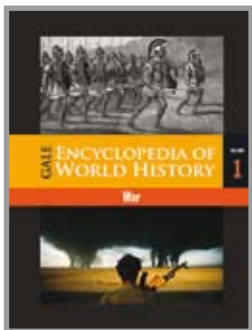
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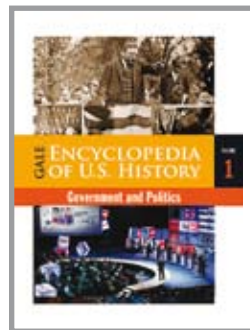


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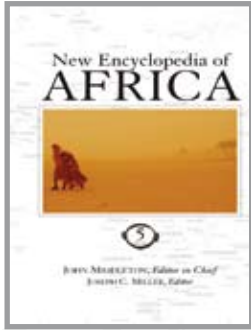
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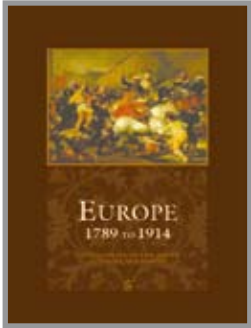


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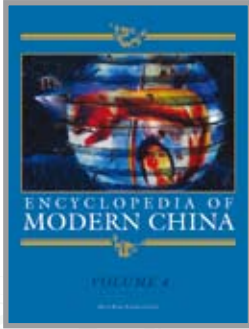
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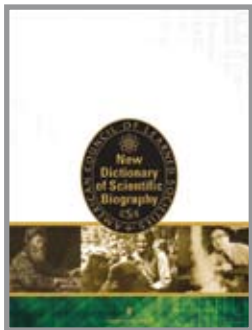
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Edition 2

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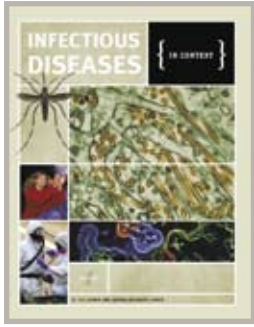
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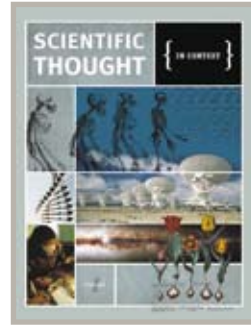
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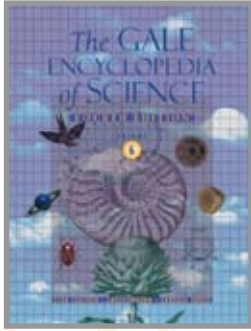


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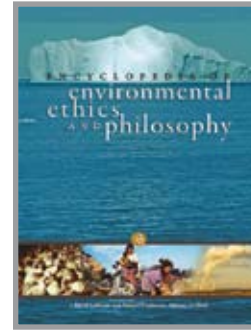
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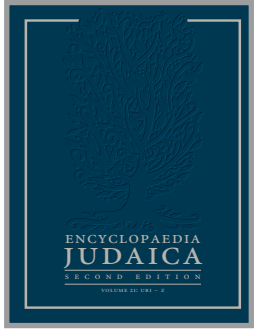
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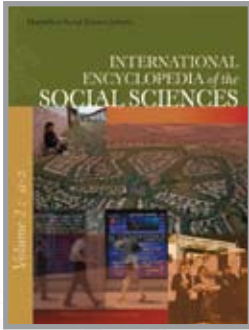
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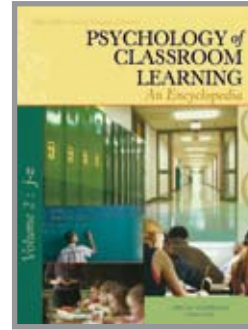
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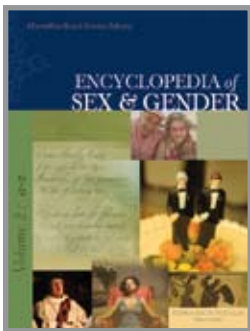


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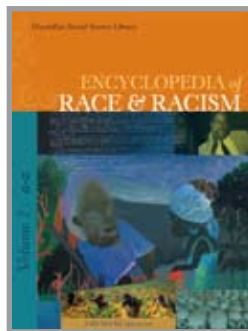
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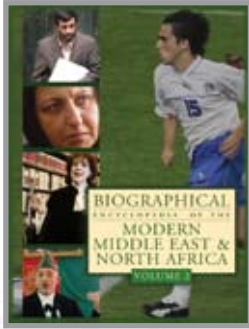


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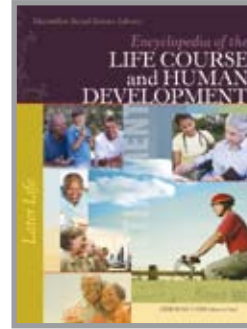


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Features include sidebars, a timeline, maps and portraits, along with subject, nationality and ethnicity indexes.

Also available: Encyclopedia of the Modern Middle East which covers the modern history of the Middle East and North Africa, with major sections on Colonialism and Imperialism, the World Wars, the Israeli-Palestinian conflict and the United Nations involvement in the region.



Encyclopedia of the Life Course and
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ISBN 13: 9780028661629
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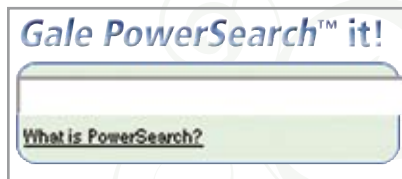
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