



# GALE BUSINESS INSIGHTS:™ ESSENTIALS

For more than 12 years, *Business & Company Resource Center* has been our cornerstone business resource. Now *Business & Company Resource Center* will be transformed into *Business Insights: Essentials*. This new resource includes all the same functionality and detailed information users have come to rely upon as well as enhanced content and features that enable users to delve much deeper into business data. Perfect for business professionals, students and entrepreneurs as well as general researchers, *Business Insights: Essentials* provides rich content, a user-friendly interface, robust analysis tools and a vastly improved user experience.

## All the content your users have come to know and expect

*Business Insights: Essentials* features a completely updated, intuitive user interface that makes it easy for users to access in-depth information on U.S. and international businesses, industries and products. Your users will be empowered to:

- Easily research companies, industries and business topics in the context of timely news and reports
- Instantly analyse and compare financial and statistical data with interactive charting tools
- Utilise data from Gale staple publications, including International Directory of Company Histories, Market Share Reporter, Business Rankings Annual, Encyclopedia of American Industries and many others
- Access company profiles and industry rankings, as well as brand and product information
- Access SWOT reports, financial analysis tools, business associations, investment reports and market research reports

## Plus exciting new features

- A robust **business glossary** (thousands of business terms culled from Gale encyclopedias and Cengage textbooks)
- **Readspeaker** (text to speech)
- **Translation tools** (ability to translate the user interface and/or article level translations)
- **Citation tools** (citation generator for article)
- **Interactive charting** (the ability to manipulate statistical data, customise your own charts, etc.)
- Additional **exporting** capability

## User-centered design

We focused on the research goals and workflows of *Business & Company Resource Center's* core users to create a notably improved user interface.

## Benefits include:

- An intuitive search experience that enables users to pursue multiple search paths across disparate data types
- Search results that expose deep links to key elements within company and industry content, enabling users to access the information most relevant to their research in fewer clicks
- Integration of narrative content with statistical data and the ability for users to perform custom analysis on the fly in an interactive charting tool.

If you have any questions about *Business Insights: Essentials* or would like to pre-register for a trial please e-mail us at: [emea.marketing@cengage.com](mailto:emea.marketing@cengage.com)