

Graham & Whiteside

World's Major Companies Series and Industry Sector directories

Now online on **Gale Directory Library**



High-quality business and professional information powered by the Gale Directory Library.

Do your researchers want the most comprehensive information on every significant company in the world's major economies available at their fingertips? This moment has arrived with the release of 22 directories from **Graham & Whiteside** on the online platform - **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: the Gale Directory Library platform unlocks valuable data contained in Graham & Whiteside's **World's Major Companies Series** and **Industry Sector Series** and places it at the heart of its users' workflow.

The Industry Sector Series provides up to date information on the main sectors of industry and commerce including pharmaceuticals, telecommunications and finance. Major Companies Directories contain essential facts and contacts on the leading businesses worldwide and include listings of company activities, executive names, and financial information - all of which is thoroughly researched and updated on a yearly basis.

Business analysts, researchers and marketing professionals can finally search, access, sort, export and further manipulate directory records. The full text entries include hot links to web sites and a formatted citation that can be copied and pasted into documents. Moreover, Graham & Whiteside directories on Gale Directory Library become cross-searchable with other trusted sources, such as *Ward's Business Directory of U.S. Private and Public Companies*, forming a powerful research tool for libraries and companies.

For current standing order customers of the G & W directories now is the time to upgrade to G & W online. Contact your EMEA Gale Representative to find out the discounts available for current print standing order customers in the UK, Europe, the Middle East and Africa.

22 DIRECTORIES NOW AVAILABLE ONLINE

MAJOR COMPANIES SERIES

Major Companies of the Arab World, 1 volume

Major Companies of Europe, 7 volumes

Major Companies of Asia and Australasia, 4 volumes

Major Companies of Central and Eastern Europe and the Commonwealth of Independent States, 1 volume

Major Companies of Latin America and Caribbean, 1 volume

Major Companies of Sub-Saharan Africa, 1 volume

INDUSTRY SECTOR SERIES

Major Chemical and Petrochemical Companies of the World

Major Energy Companies of the World

Major Telecommunications Companies of the World

Major Pharmaceutical & Biotechnology Companies of the World

Major Financial Institutions of the World

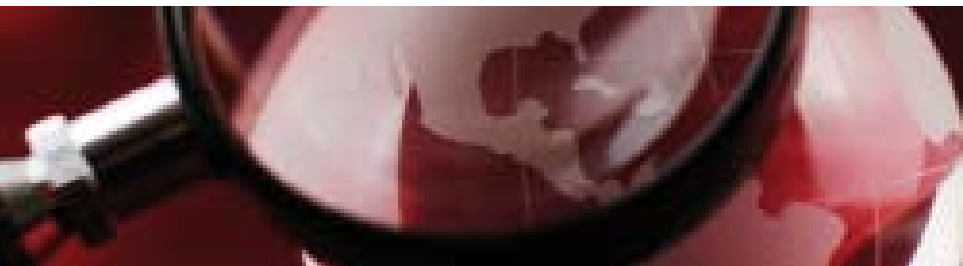
Major Food and Drink Companies of the World

Major Information Technology Companies of the World



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Company information that stands out from the crowd

What makes Graham & Whiteside unique is the team of expert editors who employ all of their country and regional expertise to manually research all of the directory data. G & W editors keep a watchful eye on stock exchanges around the world to ensure the directory data reflects the most current news, whether it be new entrants to the market or recent mergers and acquisitions. They use a diverse range of sources and methods to provide users with the most accurate company data, collecting information from questionnaires, corporate publications, news alerts, financial statements and annual reports.

Graham & Whiteside directories maintain full, regularly updated records on more than 92,000 companies and boast a geographic coverage unmatched by any other business information publisher. The high level of detail in the directories is reflected in the inclusion of nearly 300,000 subsidiary companies and the names of over 500,000 leading decision makers. Recognising the value of G & W directory data, many prominent business information publishers license G & W content for their own databases.

Any business researcher will know detailed data on unlisted companies can be extremely difficult to find. Unlike companies listed on the stock exchanges, an open web search for the details of unlisted companies produces very limited results. G & W's editors overcome these obstacles by employing a number of methods to identify 70,000 unlisted companies worldwide, researching their financial activities, the names of their current executives, up-to-date contact details and more.

As part of its rigorous selection criteria, Graham & Whiteside selects only large companies most needed in research excluding small and medium-sized companies - making the researcher's job much easier. The major companies selected include listed and unlisted companies involved in a country's strategic industries; companies that feature frequently in the domestic media; and companies that appear in company lists published by the country's business, trade and general media. No other company database has these selection criteria or degree of editorial control - making Graham & Whiteside directories truly stand out from the crowd.

GALE DIRECTORY LIBRARY

On *Gale Directory Library*, your library users can now search the online version of Graham & Whiteside directories either separately or in combination with any of the other titles your library purchases on the platform. The unique strength of this platform is its search, sort and export feature. – users can sort, filter and export a range of data for research purposes.

- **Find contacts** — Find a company, person, publication (or other kind of entity). Basic search lets users quickly look up names, search by keyword, and browse the full text of the directory titles on the platform.
- **Generate lists, analyse trends** — Export search results and use them in programmes like Excel or Word, to generate mailing lists for sales and marketing activity.
- **Cross-searchable** — Search across our increasing number of directory titles. Each directory can be searched individually by its own unique data fields, or search the entire directory collection.

Additional benefits of *Gale Directory Library*:

Content

- Choose the directory titles you want, and own the data
- Growing list of available directories
- Entries include hyperlinked web sites and email addresses
- Available backfiles provide historical data

Features

- Unique search, sort and export features
- Export results to analyse data or generate mailing lists
- Marked items lists let you select entries to generate custom results
- Print, e-mail or download individual entries
- Available 24/7 from any computer with an internet connection
- Use it like a database; buy and own it like a book collection

For the latest list of titles available visit: www.gale.cengage.com/DirectoryLibrary

For a FREE trial email emea.enquiries@cengage.com or call +44 (0) 1264 343 085

For further information on this or any of our other business-related resources email emea.marketing@cengage.com

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