

General Reference Center GOLD

INFOTRAC®

The Value of the Gale PowerSearch Platform:

- A visually stunning interface offering a familiar, Web-like experience
- Users may create individual account profiles, name and save any search in their profile, create journal alerts and customize the interface
- Results include context-sensitive multimedia
- Enhanced publication pages with more detail, cover images and easier browsing capability
- The ability to choose from Basic, Browse Subject, Browse Publication or Advanced Search
- The option to search within result lists to target specific content
- ReadSpeaker technology to listen to audio versions of articles, or download the MP3 file for listening later
- Technology to support a diverse range of languages with on-demand translation of documents
- Opportunities to locate and share information among users and their communities with Web 2.0 technology
- Options to manage documents by e-mailing, bookmarking, downloading or printing
- 24/7 access for research needs outside the library
- And much more

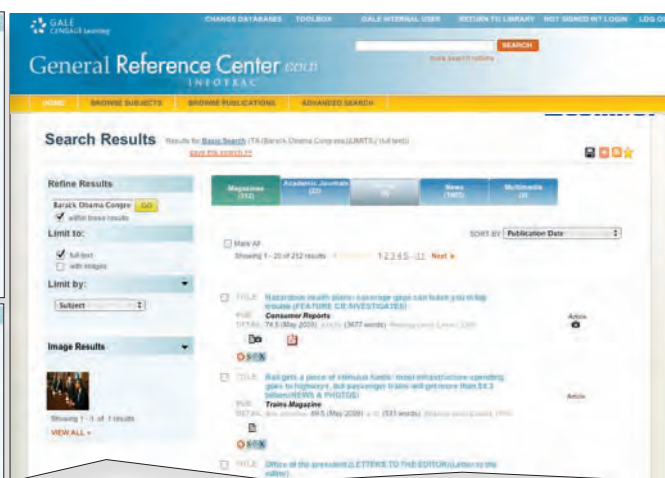
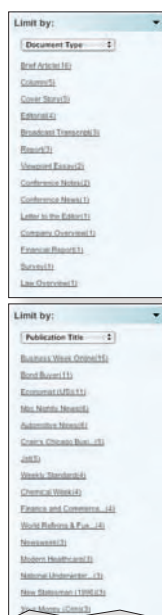
General Reference Center Gold integrates thousands of key business and general-interest titles providing detailed information through an intuitive, state-of-the-art interface — Gale PowerSearch

Perfect for researchers at all levels, General Reference Center Gold features 24/7 access to a wide range of full-text titles, indexes and abstracts, from national news magazines and encyclopedias to core business journals.

General Reference Center Gold, operating on the award-winning Gale PowerSearch platform, provides 24-hour access to an integrated set of general interest sources: magazines, newspaper articles, children's magazines, almanacs, encyclopedias, dictionaries, reference books and more. From national news magazines and key encyclopedias to core business journals, General Reference Center Gold has the full-text and image resources students and researchers need. Content includes more than 5,100 titles, of which, more than 3,800 are available in full-text, making it easy for researchers to locate answers for their general-interest research queries. This premier database will empower users by delivering the answers they need.



▲ Access thousands of periodicals, core journals, newspapers and encyclopedia articles in this comprehensive general reference resource.



▲ Tabbed lists organize results by type, providing quick access to academic journals, magazines, books, news and multimedia. Search results may be viewed by Subject, Document Type or Publication Title.

Use *General Reference Center Gold* to locate articles on the following topics: Current Events, Business and Industry Trends, Arts and Sciences, Popular Culture, Sports, Hobbies and more.

General Reference Center Gold features:

- New Web-like interface to encourage browsing
- 24/7 access to general interest magazines, business periodicals, reference books, maps, historical images and newspaper articles
- More than 5,100 titles, with more than 3,800 in full-text
- 25 years of backfile
- Cross-product searchable via *Gale PowerSearch* with eBooks operating on *Gale Virtual Reference Library* platform
- Podcasts from sources such as National Public Radio, Science@NASA, Headline News and NRO radio
- Links to more than 5,000 video files including television shows like the Today Show, NBC Nightly News, NRO TV and Meet the Press
- Knight-Ridder/Tribune News Service newspaper articles
- Major newspapers, such as The New York Times, Christian Science Monitor and many others
- Hundreds of children's magazines
- More than 15 acclaimed reference works such as *Gale Encyclopedia of Science*, *Columbia Encyclopedia* and more
- And much more

For more information or to sign up for a free trial, contact your Gale Representative at emea.marketing@cengage.com or visit www.gale.cengage.co.uk

The screenshot displays the General Reference Center Gold interface. At the top, there are navigation tabs for 'HOME', 'BROWSE SUBJECTS', 'BROWSE PUBLICATIONS', 'ADVANCED SEARCH', and 'SEARCH HISTORY'. A search bar is located at the top right. Below the navigation, there are search filters and a list of search results. The main article view shows the title 'Anatomy of a netroots failure: liberal bloggers wanted Darcy Burner to win. That wasn't enough.' and the author 'Eli Sanders'. The article text is displayed in a clean, readable format. On the right side, there is a sidebar with various tools and options, including 'Tools', 'Print', 'Download', and 'Close this window'. Below the article, there is a 'Bookmark' section with various social media and sharing options like Del.icio.us, MySpace, Facebook, Newsvine, Ask, Twitter, Yahoo! Myweb, Stumble Upon, Technorati, Furl, MyAOL, and Digg.

- ▲ Tools include:
 - View any PDF document that may be linked to the article
 - E-mail the article in HTML or plain-text format
 - Generate citations in multiple formats
 - Share links to the article
 - Listen to the article or save it as an MP3 audio file
 - Translate the article into one of 11 languages
 - Print, download and bookmark the article