



GALE Business Insights™: Essentials

Research, analyze, interpret, and understand companies and industries



Gale Business Insights: Essentials (formerly Business & Company Resource Center) is a user-friendly business tool that delivers authoritative company and industry information, articles, and statistical data.

Business owners, entrepreneurs, marketing professionals, investors, students, and general researchers can explore real-world applications and develop analytical skills. *Gale Business Insights: Essentials* features rich content, a user-friendly interface, and robust analytical tools.

A satisfying research experience

An easy-to-use interface gives researchers access to in-depth information on U.S. and international businesses, industries, and products with:

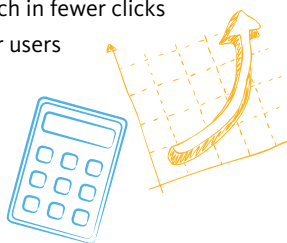
- An intuitive search experience that can explore multiple paths across disparate data types
- Search results that expose deep links to key elements within company and industry content, enabling users to access the information most relevant to their research in fewer clicks
- Integration of narrative content with statistical data and the ability for users to perform custom analysis on the fly in an interactive charting tool
- Quick links to Company Finder, Industries, Compare Companies, Compare Industries, Saved Items, Search History, and Glossary



Full-text coverage of essential business content

Patrons can access valuable content, including:

- Investment and brokerage reports from more than 300 different sources
- Thousands of detailed financial reports
- More than 2,500 market research reports
- More than 3,900 full-text periodicals
- More than 1,000 SWOT reports
- Nearly 11,000 company histories
- Approximately 43,400 Market Share articles
- Nearly 2,300 corporate chronologies
- Thousands of interactive live charts
- Nearly 500,000 detailed company profiles
- More than 1,000 in-depth industry profiles
- Much more




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GALE
CENGAGE Learning®

BUSINESS INSIGHTS: ESSENTIALS

Research. Analyze. Interpret. Understand.

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Company Finder

Industries

Saved Items (0)

Search History

Glossary

Comparison Charts

Search

Advanced Search

companies, industries, topics, etc...



Business & company resource collection

Research and analyze companies and industries around the world. Featuring the content you need to explore a global business landscape:

- extensive reference content from Gale's core business collection
- easy-to-use company fundamentals and investment research reports
- industry rankings, profiles, market share data, company histories, and more



Compare Companies

Analyze key metrics and compare companies and industries using our company profiles, proprietary private company database, and fundamentals comparison tool.



Generate Lists

Develop lists of key competitors by industry or location, and sort them according to revenue and other metrics using the company finder. Quickly modify, filter, or export your list.



See What's Inside

Powered by a frequently updated and curated collection, Gale Business Insights: Essentials combines deep research coverage with scholarly journals, business news, and more.



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