Business Insights: Global
Search Tips

Gale Business Insights: Global combines an international perspective and sophisticated research tools with convenient access to a range of comprehensive learning materials. Designed to move researchers quickly to higher levels of understanding and application, *Gale Business Insights: Global* uses case studies, statistical data sources, news articles, academic journals and topical reference materials organized by country, company and industry to quickly engage users in the global business environment.

General Navigation

On the homepage, you will find the following options for beginning your research:

- **Basic Search**
- **Advanced Search**

Below the name of the database, you will find the menu bar with additional options:

- **Home**
- **Case Studies:** Browse or search for case studies.
- **Company Finder:** Develop lists of key competitors by industry or location and sort them according to revenue and other metrics.
- **Industries:** Browse a list of industries.
- **Saved Items**: Collect documents during your research that interest you! Documents you have saved or "starred" can be found here.
- **Search History**: Keep track of the last 20 searches you have performed.
- **Glossary**: Displays a list of business terms and definitions.
- **Comparison Charts:** Generate and compare statistics for companies, industries, or countries.

Getting Started with a Basic Search

To perform a Basic Search, enter a company, country, industry, topic or other search term in the search box found on the home page. A basic search box will also be located in the upper right hand corner on most pages.

Note: Information is organized contextually around companies, industries, and countries. Your basic search will look for a Company, Industry, or Country Profile that matches your search term and display those results first, along with any news, case studies, market share reports and other types of content found.

Sorting Your Search Results

Your results are listed in the order shown in the **Sort By** drop-down list.

- **Publication Date**: Sorts by publication date with the most recent documents displayed first.

- **Article Title**: Sorts alphabetically by document title.

- **Publication Title**: Sorts alphabetically by the title of the source publication.

- **Relevance**: Sorts by how closely documents match your search query.

Filtering Search Results by Content Type

The content types found are listed in the left-hand margin. The number shown in parentheses equals the number of results found for that content type. Click a content type link to view only those results. Depending on your search criteria, below is a list of content types you may see:

- **Case Studies:** Hundreds of case studies from Gale *CaseBase* and from additional publishers deliver data on emerging markets or economies and help highlight cultural differences between countries.

- **Recent News:** Articles from hundreds of international newspapers and news wires, updated daily.

- **Journals:** A wide variety of scholarly periodicals that contain full-text articles, updated daily.

- **Company Histories/Chronologies:** Provides detailed corporate chronologies and histories.

- **SWOT Reports:** Strengths, Weaknesses, Opportunities and Threats (SWOT) analyses on hundreds of global companies.

- **Rankings/Market Share Reports:** Full-text reports showing various company rankings within their industry and market share.

- **Market Research Reports:** Full-text reports on most industries from Datamonitor International.

Searching Within Search Results

Below the list of content types, you will find a **Search within Results** box. Enter a term and hit Enter to search within your current results.

Limit Search Results By Publication Title

Depending on the search performed and the results found, the system may present additional ways to filter your results (displayed below the **Search within Results** box). For example, the publication titles that make up your search results may be listed. The number shown in parentheses equals the number of results found for that title. Click a title link to view only those results.

Related Subjects

Selecting a Related Subject link performs a Subject search on the selected term.
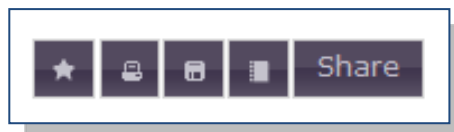
Viewing, Listening, and Translating a Document

- **View:** Clicking on the document title from the search results page takes you to the full content of the record, be it a case study, company profile, news article or other type of content.

- **Listen**: Whenever the Listen icon is present, you can have the content on that page read out loud by a computer-generated voice.

- **Translate:** Select a language from the **Translate** drop-down list. The system will generate a translation of the current document in the language you selected.

Document Tools

Document tools are provided in the upper right corner of the document view box. Below is a list of available tools:

- **Save:** Saves documents to your current session under **Saved Items** (on the top menu bar)**.**

- **Print Preview:** Reformats the current page for printing.

- **Generate PDF:** Creates a PDF view of your document.

- **Citation Tool:** Generates bibliographic citations based on the format of your choice.

- **Share:** Includes sharing via Bookmark URL, Email, and Social Media Sites

- **Bookmark**: Lets you create a stable and persistent URL that you and others can use to retrieve the content you are viewing.

- **Social Media:** Use a social media site or online bookmarking service to share a link to the content you are currently viewing.

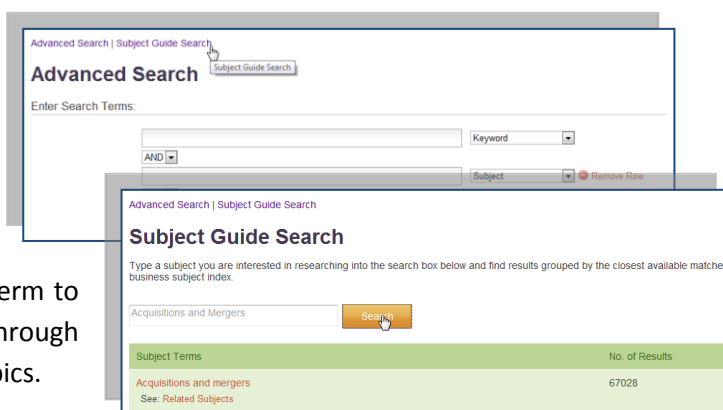- **Email:** You can e-mail content you find to yourself and others.

Using the Advanced Search

Do you know the title of the document you are looking for, or its author? Or perhaps you want to search for materials published within a certain date range from a publication. Go to the Advanced Search page by clicking the **Advanced Search** link found below the search box in the page banner. There are 3 general ways to do an Advanced Search:

1. Enter your search terms and select an index from the drop-down list.

2. Enter your search terms, select an index from the drop-down list, and enter one or more search limiters.

3. Perform a limiters-only search without entering any search terms.

Using the Subject Guide Search

The **Subject Guide Search** can be accessed from within the Advanced Search to browse a dynamic list of topics, people, products, organizations and more. Enter your subject term of interest and find results grouped by the closest available matches from our business subject index. You can select a term to view a results list of matching items, or continue navigating through the Subject Guide by expanding terms and viewing related topics.

Compare Companies, Industries, or Countries

Go to the **Comparison Charts** button on the menu bar and select **Countries**, **Companies**, or **Industries** to access an interactive chart feature. You can view statistical data for a single country, company or industry. You can also compare two or more countries, companies, or industries. Here's how to view data for one country, company or industry:
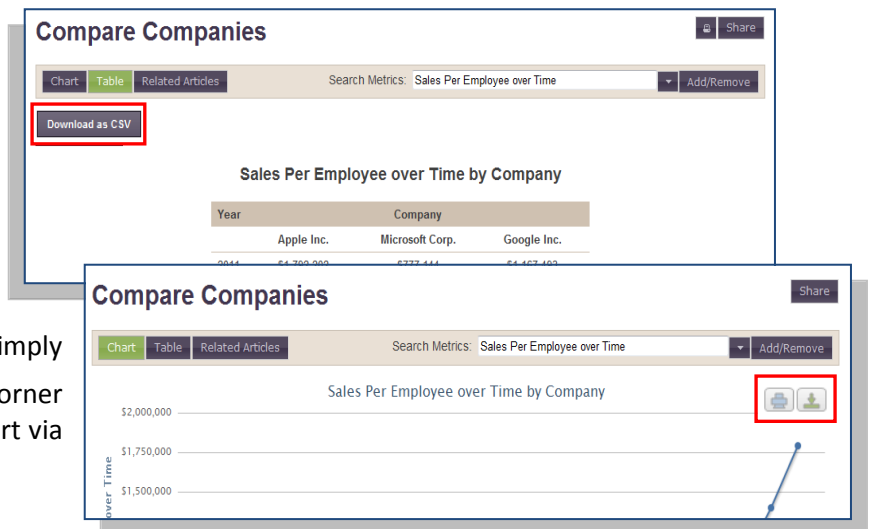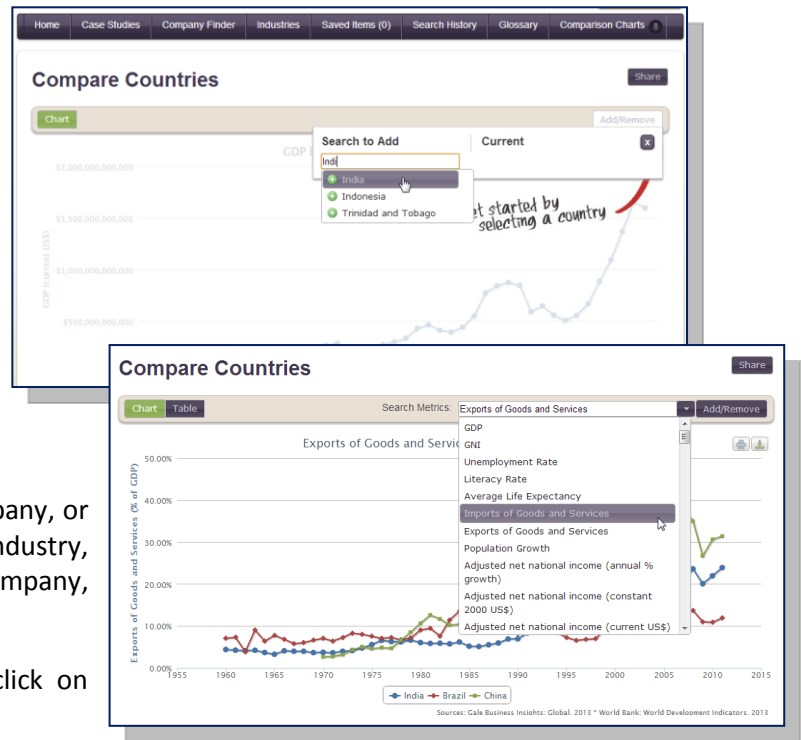
1. Begin by selecting a country, company or an industry by clicking the **Add/Remove** button to the far right.

2. In the pop-up, enter the name of the country, company, or industry or the first few letters. If searching for an industry, you may also search by NAICS. Click the country, company, or industry from the list of choices that appear.

3. By default, a chart will be created, unless you click on **Table**.

4. A default metric will be used. Change the metric using **Search Metrics**. Click the arrow to view the list of available metrics. Or you can type a term, such as *sales*, directly in the box and the system will search for metrics containing that term. Selecting a new metric causes the system to refresh the data and display a new chart or table.

5. Click on **Related Articles** to retrieve news and articles that pertain to the country, company, industry and metric you just charted, which allows students and researchers to further analyze the data.

Note: To compare multiple countries, companies, or multiple industries, repeat the steps listed above. In the Chart view, each country, company, or industry selected will have its own color-coded bar. Clicking the **Add/Remove** button, will show the list of countries, companies or industries currently being compared. You can also remove a country, company or industry from this list.

Chart and Table Tools

Table: You may download the table's data to CSV by simply clicking on the Download as CSV button in the upper left hand corner of the chart. You may also share your customized table via e-mail or bookmark link.

Chart: Tools are provided to print and to download. Simply click on the 🖨 or ⬇ icon in the upper right hand corner of the chart. You may also share your customized chart via e-mail or bookmark link.

Help

For more details on how to effectively use this resource, access the **Help** file located under the **More Resources** tab in the upper right hand corner of the resource.