BUSINESS INSIGHTS (GALE)

The Business Insights (GALE) database profiles of countries, global companies, and industries. It includes SWOT reports, market share data, financial reports, case studies, business news, and company comparison charts. This database is only available through the UAGC Library. This tip sheet walks you through getting to Business Insights (GALE) in the library, finding company, industry, and country/territory profiles, and using tools in the database.
Click here to go directly to Business Insights (GALE).
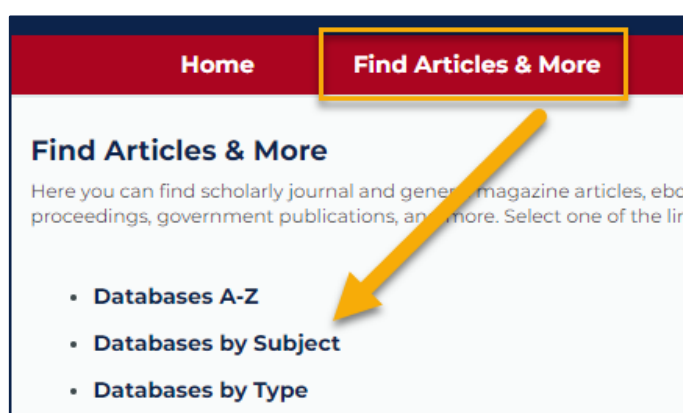
Accessing *Business Insights (GALE)*

1 Go to the Library Homepage
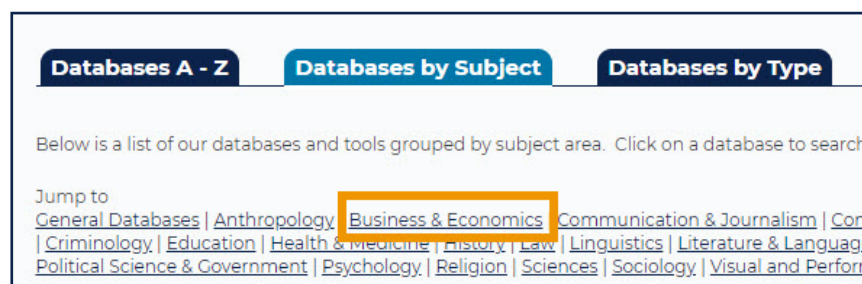(access through Course Homepage or Student Portal)
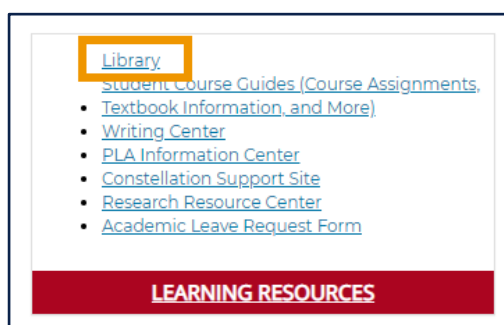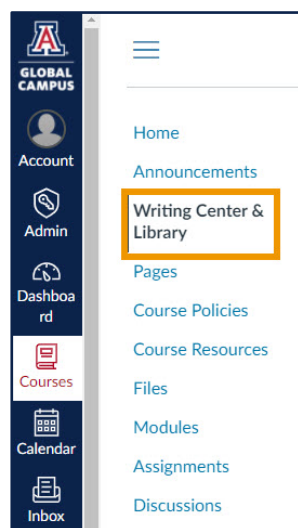
Watch this video demo to learn more about what this resource has to offer, including:

- company information
- industry information
- data visualization tools
- case studies
- a business glossary

2 Select "Find Articles & More" and then "Databases by Subject"


3 Select "Business & Economics"

4 Select "Business Insights: Global (Gale)"

Business Insights: Global (Gale) ●
This service profiles countries, global companies, and industries. It includes SWOT reports, market share data, financial reports, case studies, business news, and company comparison charts.

Company Information in *Business Insights (GALE)*

For information on a specific public company, enter the **company name** or **ticker symbol** into the search box to find the **company profile.** (Private company data is more limited, but some might be available.)
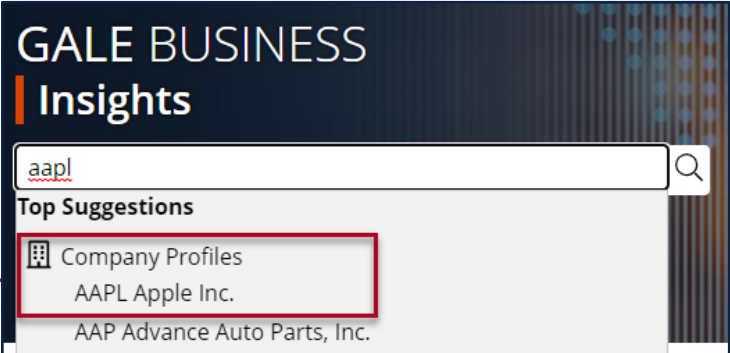
The company profile contains important information such as a **company overview, company history, leadership, SWOT analysis, financial performance, competitors, and industry information.**.

Further down the page, you can find the **Company Articles** section with links to **academic journal articles, market research reports, case studies, magazine articles, news and trade journal articles** on the selected company.

Industry Information in *Business Insights (GALE)*

To search for industry information, enter the **industry name** or **6-digit NAICS code** in the search box.

GALE BUSINESS Insights

511210

Advanced Search

Top Suggestions

Industry Profiles
(511210) Software Publishers
(511120) Periodical Publishers
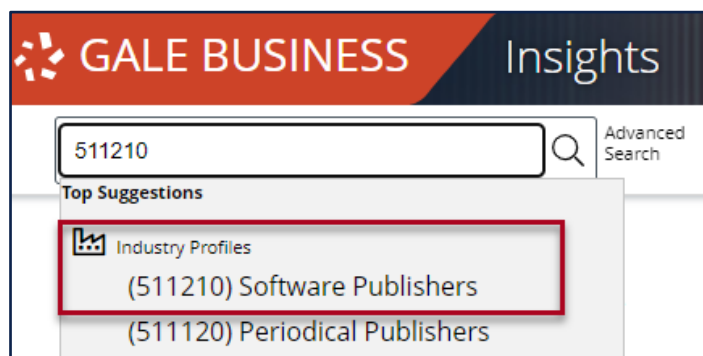
Software Publishers
NAICS Code **511210**

Industry Profile

Annual Revenue (US$ million)
$991,770 (est.)

Employees
1,322,102

Industry Overview

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These

Country Profiles in *Business Insights (GALE)*

To search for country profiles, enter the country name in the search box. Scroll down to find the name under the **Country/Territory Profiles** heading.

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Top Suggestions

Company Profiles
KMWE KM Wedding Events Management, Inc.
PFSW PFSweb, Inc.
COLM Columbia Sportswear Company

Industry Profiles
(561421) Telephone Answering Services

Country/Territory Profiles
Sweden
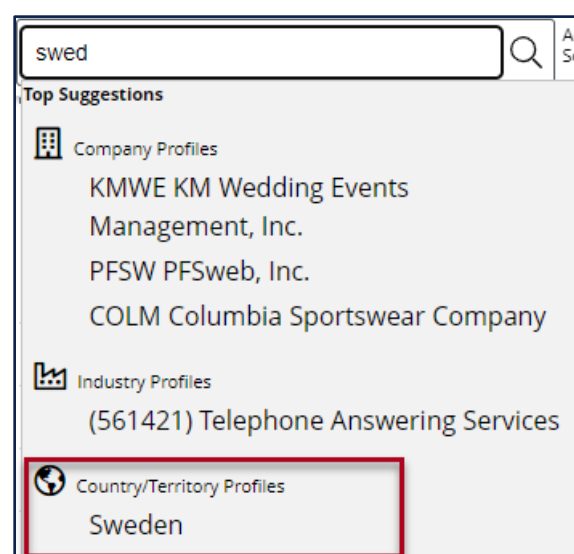
Additional Tools in *Business Insights (GALE)*

Use the **Compare** tool in the top-right corner to compare up to 3 different companies, industries, or countries/territories.

Compare   Browse ▾   Search History   Get Link   Highlights And Notes
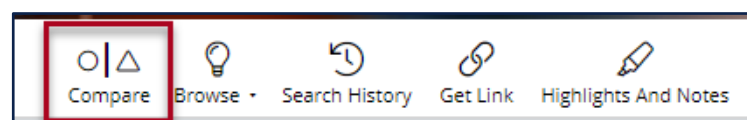
Use the **Browse** tool in the top-right corner to explore companies, industries, countries, publications, a glossary, financial reports and more.

Compare   Browse ▾   Search History   Get Link   Highlights And Notes
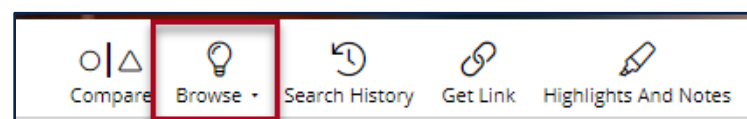
Additional tools within the database allow you to Cite*, Send, Download, and Print articles.
*Always double-check database citations by visiting the Writing Center for help.

Cite   Send To...   Download   Print   Get Link