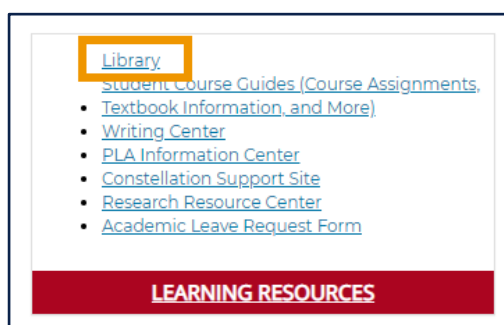
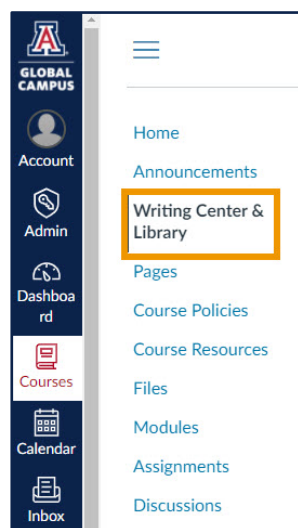


The [Business Insights \(GALE\)](#) database profiles of countries, global companies, and industries. It includes SWOT reports, market share data, financial reports, case studies, business news, and company comparison charts. This database is only available through the UAGC Library. This tip sheet walks 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)*

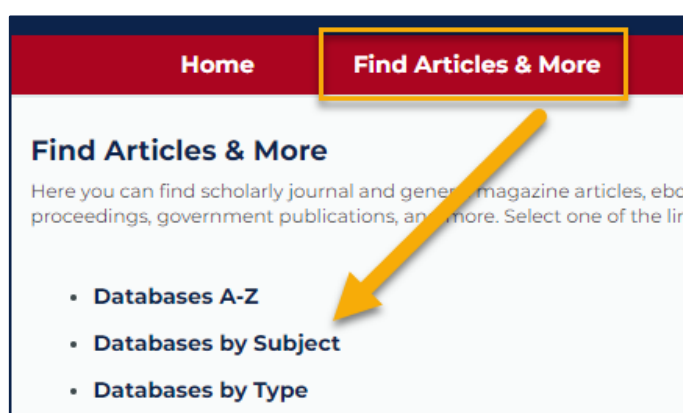
- 1 Go to the Library Homepage
(access through Course Homepage or Student Portal)



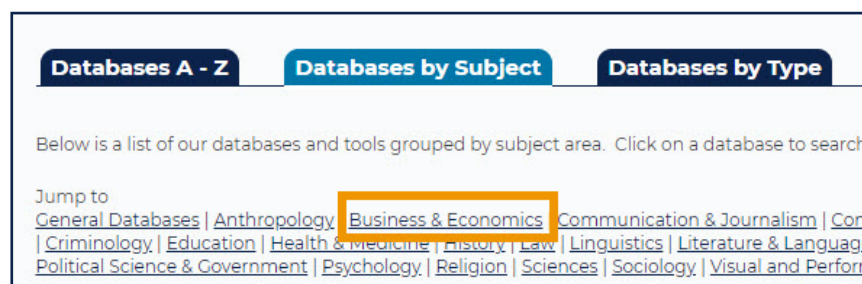
[Watch this video demo](#) to learn more about what this resource has to offer, including:

- 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”

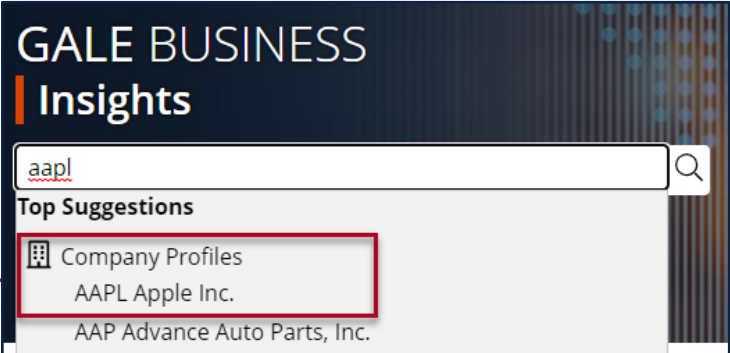


- 4 Select “Business Insights: Global (Gale)”



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**.





Apple Inc.

Company Profile

Website

apple.com

Social Media



2022 Revenue (US\$ million)

\$394,328.0

Employees

164,000

Company Hierarchy

18 Subsidiaries

Company Type

Public (AAPL)
NASDAQ

Headquarters

Cupertino, CA

Chief Executive Officer

Tim Cook

Country/Territory

USA

Founded

1976

Company Overview

Manufacturer of mobile communication and media devices, personal computers, portable, and wearable devices. The company also offers related software, services, accessories, networking solutions, and third-party digital content and applications. It offers various consumer and professional software applications and operating systems. The company's business operations span the United States, Europe, the Middle East, and Asia.

In-depth Articles

Company History
Chronology

Company Details

Brands
Leadership

Financial performance

2022 Balance Sheet

Full Balance Sheet >>

Total Assets	US\$ million
Total Liabilities & Shareholders' Equity	\$ 352,755.0 352,755.0

SWOT Analysis

The primary objective of a SWOT analysis is to help develop a full awareness of all the factors influencing business strategy and decisions.

Read full SWOT analysis

	Helpful	Harmful
Internal	S Strength	W Weakness
External	O Opportunity	T Threat

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.

Company Articles

Search within results

All Content Types

Academic Journal Articles

Market Share / Rankings

Magazine Articles

Case Studies

Associations

Market Research Reports

News

Videos

Trade Journal Articles

Reference

ACADEMIC JOURNAL ARTICLES (479)

MARKET RESEARCH REPORTS (429)

Pricing new and remanufactured products under patent protection and government intervention.

Authors: Chenxu Ke, Bo Yan, and Jingna Ji

From: Annals of Operations Research (Vol. 324, Issue 1-2) Peer-Reviewed

May 2023 10,860 words Report 1430L

Citation Only

Manufacturing Productivity with Worker Turnover.

Authors: Ken Moon, Patrick Bergeemann, Daniel Brown, Andrew Chen, James Chu, Ellen A. Eisen, et al.

United States - Cloud Computing.

From: Cloud Computing in the United States

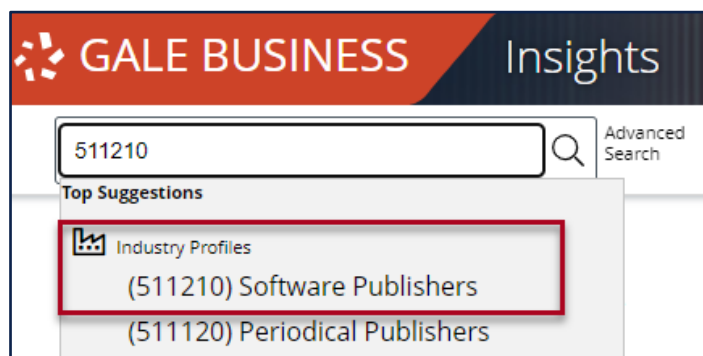
Nov. 22, 2021 13,444 words Industry overview 1430L

MarketDefinition The cloud computing industry consists of the Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS) segments. Values are calculated based on revenues accrued...

Global - Online Retail.

Industry Information in *Business Insights (GALE)*

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



Software Publishers

NAICS Code 511210

Industry Profile

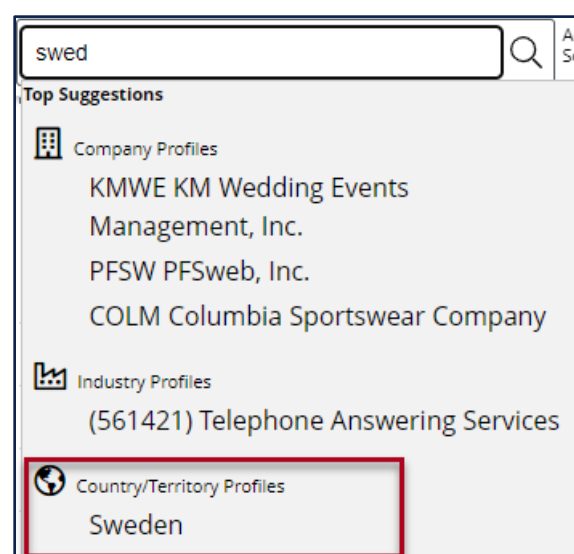
Annual Revenue (US\$ million) \$991,770 (est.)	Employees 1,322,102
--	-------------------------------

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

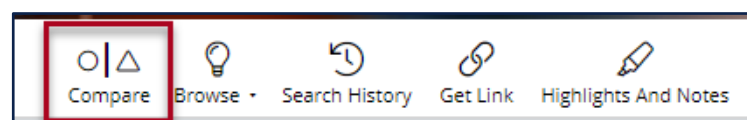
Country Profiles in *Business Insights (GALE)*

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.

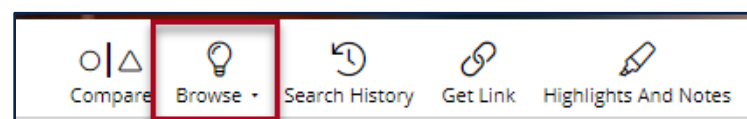


Additional Tools in *Business Insights (GALE)*

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



Use the **Browse** tool in the top-right corner to explore companies, industries, countries, publications, a glossary, financial reports and more.



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.

