

General BusinessFile ASAP

MEET THE NEEDS OF BUSINESS RESEARCHERS WITH A SINGLE DATABASE

General BusinessFile ASAP™ delivers every type of information your library users need for truly comprehensive business research: full-text journals, investment reports, directory listings and newswire releases, as well as indexing of three national newspapers. Researchers can tap into more of the world's leading business, industry, management, economics, investment and company information, from a greater variety of sources than they'll find in any competing database. Subscribe to this database through Gale PowerSearch, and your library gains 24-hour remote access to the right business content.

THE RIGHT CONTENT FOR COMPREHENSIVE BUSINESS RESEARCH

General BusinessFile ASAP provides not just more data, but the right content for business research. Covering practical business issues in every business-related area, this database integrates a wide variety of sources unmatched by any competing database: local-area business titles such as Crain's Detroit Business; national magazines such as Forbes and Inc.; trade journals like Tax Executive, full-text investment reports on thousands of private and public companies; full-text listings from Ward's Business Directory; Graham and Whiteside™'s Major Companies of the World, full-text PR Newswire releases; and indexing of several major national newspapers.

INDEXED/FULL-TEXT TITLES: Go to www.gale.com for up-to-date information on title lists: 4675/3580.

DATE RANGE: 1980 to present

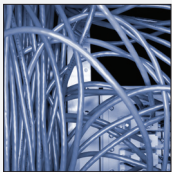
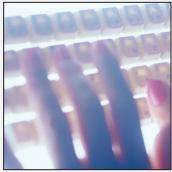
SAMPLE APPLICATIONS

For the researcher looking for information on Pacific Rim trade, General BusinessFile ASAP delivers:

- Full-text investment reports on American companies doing big business in the Pacific, including financial analyses and forecasts
- Details on successful sales and marketing strategies used in the Pacific Rim
- Late-breaking news on U.S./Japan trade negotiations from The Asian Wall Street Journal

The screenshot shows the General BusinessFile ASAP interface. On the left is a navigation menu with options like 'Help - Article', 'Dictionary', 'Print or E-mail', 'Library Holdings', 'Link', and 'View mark list'. The main content area displays 'Article 2 of 3' from 'Forbes, Feb 7, 2000 p200'. The article title is 'Blue Chips: a Retrospective. (investment in blue chip stocks)(Brief Article) Robert S. Salomon Jr.'. Below the title, it says 'Full Text: COPYRIGHT 2000 Forbes, Inc.' and provides a short excerpt of the article text.

▲ The latest news is available and easily found, from investment reports to the most recent information affecting businesses around the world



For the researcher who is studying corporate restructuring and related management theory, *General BusinessFile ASAP* delivers:

- Analysis of different approaches to restructuring from academic journals
- Details on specific cases of restructuring from *The New York Times* and *Denver Business Journal*
- Full-text directory listings containing the names of new officers at recently reorganized corporations.

GALE POWERSEARCH — GET THE RIGHT DATA THROUGH THE RIGHT INTERFACE

Intuitive, flexible and powerful, the *Gale PowerSearch* interface makes *General BusinessFile ASAP* a truly self-service database for your library users. It features:

- Easy linking between journals, newspapers, investment reports and directory listings, so patrons can search for the type(s) of information they need at the touch of a button
- Several levels of searching to provide the most precise results with the greatest ease for searchers with differing experience levels. With *InfoTrac*, three different search modes are easy to activate and use:
 - Subject guide
 - Keyword search
 - Full Boolean advance searching
- Superior indexing and a vast controlled vocabulary to aid searchers in locating relevant information, alleviating the aggravation of hunting for the exact term
- Customizable search options that you configure and control
- Many "See" and "See Also" references to guide users to similar or related topics

FULL RANGE OF ACCESS AND DELIVERY OPTIONS

Subscribe to *General BusinessFile ASAP* on *Gale PowerSearch* and enjoy the benefits of a self-service research solution with the right technical configurations for your library.

Gale PowerSearch offers a full range of access and delivery options to meet your particular requirements, such as:

- 24-hour Web and dial-in access, expanding database availability beyond library walls and operating hours
- Precise control over remote Web access through the Remote Patron Authentication Service™
- Z39.50 compliance
- The ability to preview and view full-text and image articles from PCs and Macintoshes, from any location
- A choice of *Gale PowerSearch*, or your Z39.50 client interface, enabling you to select the best option for your library
- Delivery of thousands of full-text and image articles — even by e-mail
- A centralized remote reference center — with a proven track record — that takes the responsibilities for database storage and maintenance off your shoulders