BUSINESS INSIGHTS: GLOBAL

Research Analyze. Interpret. Understand.

A FASTER, EASIER WAY TO CONDUCT GLOBAL BUSINESS RESEARCH

Globalization is the biggest opportunity and the greatest challenge for the future of business. As students face a new marketplace, they need an edge. *Gale Business Insights: Global* is the online resource that gives students the edge they need. With unique access to the most meaningful business information, *Gale Business Insights: Global* is designed to give MBA and business students a true competitive advantage in the international marketplace.

Deep business intelligence powered by statistical data lets students spend less time searching for data—and more time connecting their discoveries to practical applications.



Transforming information into insight

In today's fast-paced world of business, students must grasp, analyze and comprehend more information than ever before. *Gale Business Insights: Global* empowers students to go beyond researching topics to interpret their research. This unique resource offers the most comprehensive and convenient way to find full case studies, analytical tools, and in-depth statistical data coupled with deep research – and it lets users easily compare global economies, companies and industries. The features you and your students will find in *Gale Business Insights: Global* leads to a complete, interactive experience that fosters understanding through engaging, contextual information, access to deep analytical tools, and close connections that unite curriculum and research assignments.

Create a research experience you can't get anywhere else with these signature features

- Integrated narratives with statistical data
- Easy compare and contrast
- Support for the case method

Adapting the curriculum to the increasingly global nature of the business world

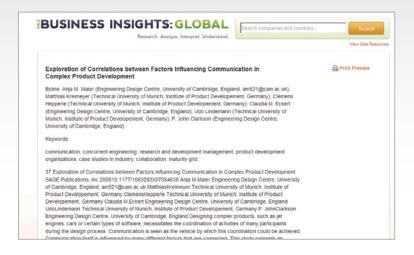
Gale Business Insights: Global turns international business intelligence into broader understanding:

- Educators can better teach international business by organizing our content around countries, data sets and topics, and by extending cases and data from the research environment into the learning environment
- Librarians can assist students, professors and professionals in their search for hard-to-find data, helping them succeed while demonstrating the enduring value of the library

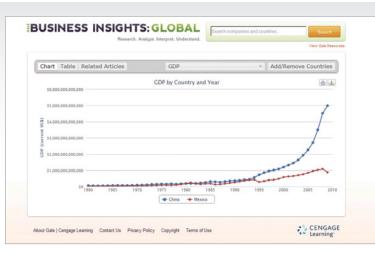
Transforming Learning through Innovation



CONTENT PREVIEW



- Case Studies from our timely CaseBase collection, as well as cases from partners worldwide
- **Global industry research reports** for specific industries within specific countries



 Interactive LiveCharts for economic and business indicators that let students generate their own analyses and generate custom charts for use in reports and presentations



 Global company and country overviews full of detailed information, as well as interactive rankings and stats, with quick links to associated news, case studies and academic journal articles



Give students the tools they need to succeed... now!

Be the first to discover the future of business research. Visit **www.gale.com/businessinsights** to learn more and sign up for a free trial.



