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WE'RE MOVING

Gale is moving its corporate headquarters from Detroit to Farmington Hills, MI in September. Please note the new address and telephone number (see box at right) and the dates they become effective so we can continue to provide you with the best service possible during this exciting time for Gale.

PRODUCT NEWS

Gale

Gale is proud to present What Do I Read Next? — the most comprehensive reader’s advisory tool available on the Internet today. Researchers of all ages will enjoy the expertise of specialists, critics and librarians to help them find more than 70,000 works of fiction

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and nonfiction from authors throughout the world. Gale gives you and your patrons more titles, plot summaries, award citations, recommended reading lists and biographical information than you ever thought possible. Available now! See a preview at www.gale.com.

Another convenient and comprehensive Internet resource from Gale is the Literature Resource Center, available September 1998. This reference package contains powerful search functions and delivers biographical, bibliographical and contextual information on 2,000 most-studied authors worldwide and their works, including fiction, nonfiction, poetry, drama, history and journalism. Information that used to take hours to find is retrieved within seconds — all with the click of a mouse.

Encyclopedia of World Biography on CD-ROM provides instant electronic access to biographies of living and deceased individuals whose achievements are important to understanding social and cultural history. This electronic resource features up-to-date entries from the 17-vol. Encyclopedia of World Biography, 2nd Ed. and the 1998 Supplement. Ready November 1998.

Patrons looking for information on frequently studied Asian American writers will appreciate Gale’s Asian American Literature, available October 1998. Now, in one convenient source, patrons can quickly locate biographical sketches and obtain substantive excerpts from literature criticism on contemporary writers, as well as some that have historical importance. An annotated table of contents helps patrons quickly identify specific authors.

When your patrons need an explanation behind the theories, concepts and people involved in the field of biology, point them to World of Biology. This subject-specific volume focuses on 1,000–1,500 scientific developments that have already made a significant impact on society as well as recent discoveries predicted to have an effect on the future. Ready December 1998.

Help your patrons learn about more than 300 internationally recognized mathematicians throughout history with Gale’s Notable Mathematicians. Narrative biographical entries reveal the person behind the mathematical discovery as well as the discovery itself. Includes profiles of women and minorities which are difficult to find elsewhere. In print.

Give your patrons the tools they need to make internationally recognized books and authors a meaningful part of their lives by introducing them to our “For Students” literary references. Each title in the series provides understandable, comprehensive explanations of the most commonly studied poems, novels, dramas, epics and short stories as identified by an advisory panel of teachers and librarians.

Patrons looking for difficult-to-find information on the history of women from ancient times to present will appreciate Chronology of Women Worldwide. Includes an historical timeline, excerpts from speeches and documents, illustrations and easy-to-use indexes. In print.

Major Marketing Campaigns Annual examines the world of advertising. Ready December 1998, the first annual will cover 1997 and focus on 100 products and services that had the most relevancy in terms of social context, consumer attention and generated revenue. Entries, which average 4,000 words, detail what worked, what didn’t and why.

St. James Press

Acquired from Continuum in 1997, the Encyclopedia of World Literature in the 20th Century includes more than 2,000 entries on individual authors, 50 national-survey entries that review the literature of countries around the world and 50 additional entries that discuss topics such as genres, movements and trends. New edition available December 1998.

Also acquired from Continuum, Modern American Literature includes more than 60 new entries for a total of 500. Your patrons will see important critical excerpts, chronologically arranged and representing a variety of sources – books, scholarly journals, general periodicals and newspapers. The 5th edition of this popular reference work will be available December 1998.

Offer your patrons critical perspectives on major historical events, drawn from all time periods and from all parts of the globe with the History in Dispute series. Each volume has a thematic era or subject-specific focus. The first two volumes, covering World War II, will be available December 1998.

U•X•L

Junior Worldmark Encyclopedia of World Cultures, part of the Junior Worldmark family, is written in language that younger patrons will understand. Arranged by country, then by culture, entries include consistent subheads, contextual pronunciations and definitions, at-a-glance statistics, annotated maps and simple charts. Ready September 1998.

From early civilization to the present, Great Misadventures chronicles 100 failed adventures that ended in disaster because of human error. Patrons will appreciate sidebars that contain biographical sketches of the people involved and approximately 240 maps and illustrations that give a visual basis to the detailed text. Ready September 1998.

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Product News (cont.)

The Holocaust Reference Library includes Voices of the Holocaust, Understanding the Holocaust and People of the Holocaust. Help younger patrons learn about the men and women of the Holocaust — from Nazi persecutors and their victims to world leaders and policymakers. In print.

Covering a wide spectrum of Native American tribes from the United States and Canada, U•X•L Encyclopedia of Native American Tribes offers detailed studies of approximately 80 tribal groups. Frequently studied and little known or extinct groups are covered in detail, offering thorough coverage in one resource. Ready January 1999.


PRODUCT REVIEWS

American Decades CD-ROM
“Easily installed. Does an excellent job of bringing together in one source much information that students and teachers may request.”
— RBB/Booklist (May 15, 1998)

Characters in Children’s Literature
“Provides greater detail than other reference sources. Will be helpful to professionals, teachers and librarians. Recommended for libraries supporting a strong program in children’s literature.”
— CHOICE (March 1998)

The Complete Weather Resource  (U•X•L)
AWARD: One of only 25 titles selected by the New York Public Library for its annual (1998) “most valuable additions to our branch collections” list.

Contemporary Women Poets
(St. James Press)
“Recommended for high school, college and university libraries.”
— CHOICE (June 1998)

Encyclopedia of Emerging Industries
“This work provides a succinct overview for both students and industry professionals. A useful and entertaining introduction to the current state of many emerging industries.”
— CHOICE (June 1998)

Great World Trials
“Wonderful overview. A model of clarity in organization. Reference collections of all types would be enhanced by the addition of this collection. Highly recommended.”
— ARBA 1998

St. James Guide to Black Artists
“An essential purchase for all public and academic libraries.”
— Library Journal (April 15, 1998)

Science and Technology Firsts (U•X•L)
“A must-purchase for every science/technology collection.”
— ARBA 1998

What Fantastic Fiction Do I Read Next?
“An impressive reader’s advisory resource covering the three genres that make up fantastic fiction – fantasy, horror, and science fiction. A valuable resource indeed when faced with a request for another book ‘like the one I just read.’”
— VOYA (August 1998)

Worldmark Encyclopedia of Cultures and Daily Life
“Highly recommended for academic and public libraries.”
— CHOICE (June 1998)

EXHIBITIONS

Join our international sales team at the following shows.

Frankfurt International Bookfair
Frankfurt, Germany
October 7 – 12

London Online
London, England
December 8–10

To schedule a meeting, contact:
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