



# Business and Company ProFile ASAP

## YOUR LIBRARY'S COMPREHENSIVE BUSINESS RESOURCE

If your library users need a comprehensive source of company data and business periodicals, your complete solution is *Business and Company ProFile ASAP*. In one fully integrated database, *Business and Company ProFile ASAP* provides access to all the business and management journals, trade journals, newspapers and directories needed for in-depth research on companies, products, markets, industries, economics, and management disciplines. It also provides full-text U.S. and international private and public company directory listings, and full-text PR Newswire releases on those corporations. With InfoTrac's easy linking between all these integrated resources, researchers achieve a richer, more complete perspective on their topics. Subscribe to *Business and Company ProFile ASAP* through *PowerSearch*, and your library gains 24-hour, remote access to the right business content, through your preferred interface, with the right technical configuration for your needs.

**INDEXED/FULL-TEXT TITLES:** Go to [www.gale.com](http://www.gale.com) for up-to-date information on title lists.

- Business and management journals
- Trade/industry periodicals
- Local area business journals
- International economics journals
- *Ward's Business Directory*; *Graham & Whiteside's World Company Series*
- PR Newswire releases
- Newspapers: The Wall Street Journal; The New York Times (business/finance section); and The Asian Wall Street Journal Weekly (business/finance section)

**DATE RANGE:** 1980 to present

## MORE IN-DEPTH COVERAGE IN ONE SELF-SERVICE DATABASE

*Business and Company ProFile ASAP* gives researchers a broader and deeper view of a company, industry, market, or business and management topic by integrating multiple source types: key business, management and economic journals; top national newspapers; journals from every major industry; detailed, full text company directory U.S. and international listings, with much hard-to-find private company data; and the latest full-text PR Newswire releases. With its intuitive linking between source types, *Business and Company ProFile ASAP* allows researchers to access all of this information in one fast and seamless search — without switching databases or asking for staff assistance.



▲ In addition to subject searches, researchers can also search by year, full-text articles, journal and keyword



## SAMPLE APPLICATIONS

- Competitive analysis of companies and their products, including rankings
- Research on industry trends
- Analysis of a company's line(s) of business and markets
- Research on the latest product launches and reviews
- Background research for job hunting and investing
- And more!

## FOR EXAMPLE

For the researcher comparing the short- and long-term business strategies of several major banks, *Business and Company ProFile ASAP* delivers:

- Detailed, full-text directory listings for corporations including sales volumes and names of key officers
- PR Newswire releases with late-breaking news on management changes
- Newspaper articles on mergers
- Information on industry trends
- Broader, more conceptual information on strategic planning issues

## GALE POWERSEARCH DELIVERS IT ALL — SEAMLESS SEARCHING AND OPTIMAL RESULTS

Intuitive, flexible and powerful, the *InfoTrac* interface makes *Business and Company ProFile ASAP* a truly self-service database for your users. It features:

- Superior indexing and a vast controlled vocabulary to aid searchers in locating relevant information without the aggravation of hunting for one exact term
- Our subject guide, which provides "See" and "See Also" references to guide patrons to similar or related topics
- A dual-mode interface, including Advanced Search, that helps users quickly pinpoint exactly what they need to answer their questions, whether they start with a general or precise idea of what to search
- Customizable search options that you configure and control

## FULL RANGE OF ACCESS AND DELIVERY OPTIONS

Subscribe to *Business and Company ProFile ASAP* on *Gale PowerSearch* and enjoy the benefits of a self-service general reference solution, with the right technical configuration 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
- A centralized remote reference center — with a proven track record — that takes data storage and maintenance duties off your shoulders

Free Trial  
*Business and Company Resource Center* is available for a free trial.

Please contact your Gale Representative.

In the U.S. and Canada:  
1-800-877-GALE or visit [www.gale.com](http://www.gale.com)

Outside the U.S. and Canada: Visit [www.gale.com/world](http://www.gale.com/world) for a list of Distributors and Sales Offices.



▲ Access to international companies is made possible with *Business and Company ProFile ASAP*