



INFOTRAC®



Business ASAP™

Remote access to the right business content

Business ASAP™ is an ideal resource for self-service business research in today's busy libraries. Rich with business and management periodicals, trade journals, scholarly journals, popular business magazines, and newspapers, *Business ASAP* delivers in-depth, full text answers to a wide range of business questions. From specific industries to global issues, from the local economy to the international business scene, *Business ASAP* enables researchers to find the right information for their topic in one self-contained search. All in this single database, researchers can access the world's leading business, industry, management, market, product, and economic resources. Subscribe to *Business ASAP* through *InfoTrac® Web*, 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.

The right content for in-depth business research

Business ASAP provides not just more data, but the right content for in-depth business research. The database is filled with news, commentary, and analysis from sources that cover the spectrum from scholarly journals to practical business magazines. Its rich variety of sources includes: core business journals such as the *Journal of Marketing* and *Harvard Business Review*; popular industry titles like *Real Estate Today*; regional titles such as *San Diego Business Journal*; popular magazines such as *Business Forum* and *Business Week*; and national newspapers such as The Wall Street Journal.

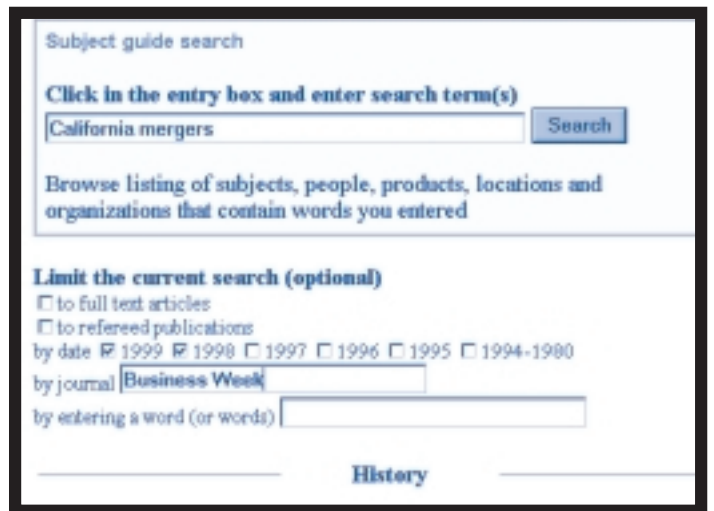
Indexed/Full Text Titles: 1335/802

Business ASAP offers the following:

- Business and management journals
- Trade and industry titles
- National business magazines
- International economics journals
- The Wall Street Journal (indexed only)
- The New York Times (business & finance section/indexed only)
- The Asian Wall Street Journal (indexed only)

Date Range: 1980 to present (current file + backfile)

Source Type	Indexed	Full Text
Journals	Current year +3 years	Current year +3 years
Newspapers	WSJ and NYT: 1 year Asian WSJ: current 6 months	n/a



▲ In addition to subject and keyword searches, users can focus results searching by year, journal, full-text articles and refereed publications

Sample applications

For the researcher interested in the impending merger of two California-based hi-tech companies, *Business ASAP* delivers:

- Predictions for the impact of the merger on the companies' stockholders and top executives from *Business Week*, *Adweek* and *Time*
- Insider perspectives from Silicon Valley regional business journals, including *The San Francisco Business Times*
- Late breaking news and analysis from The Wall Street Journal and The New York Times

For the person researching trade growth among newly formed democratic communities, *Business ASAP* delivers:

- The latest news and commentary on trade development around the world from *The Wall Street Journal* and *The Economist*
- Analysis of trade negotiations between the U.S. and developing nations from *International Trade Forum* and *International Monetary Fund Papers*

For the student who is preparing to dive into the job market, *Business ASAP* delivers:

- The latest in career news and opportunities from *Occupational Outlook Quarterly*
- Popular magazines such as *U.S. News and World Report* and *Inc.* for reports on market trends
- Location- and industry-specific titles such as *Atlanta Business Chronicle*, *Hospitals & Health Networks*, and *Computer Industry Report* to help students find growing industries and hiring companies

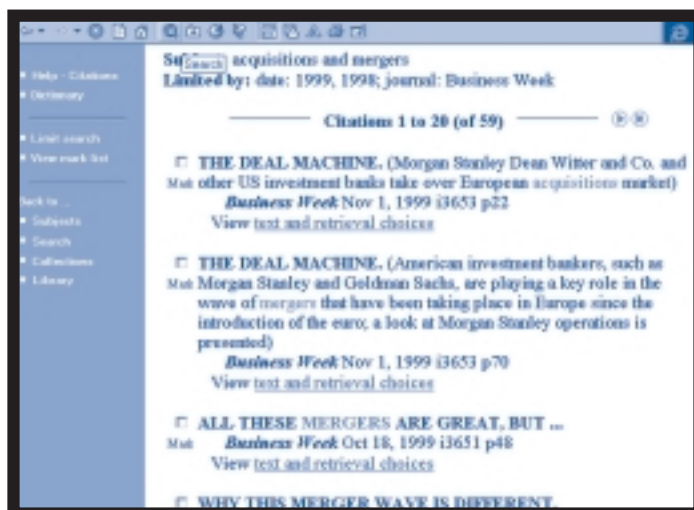
InfoTrac Web delivers it all — seamless searching and optimal results

Intuitive, flexible and powerful, the *InfoTrac* interface makes *Business 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
- *InfoTrac InfoMarks*SM — users can copy and paste persistent URLs enabling them to save, reuse and share search results

Full range of access and delivery options

Subscribe to *Business ASAP* on *InfoTrac Web* and enjoy the benefits of a self-service general reference solution on your preferred interface, with the right technical configuration for your library.



- ▲ Results are presented on screen, allowing users to choose text and retrieval options

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

- Our Subject guide which provides “See” and “See Also” references to guide patrons to similar or related topics 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 choice of *InfoTrac Web*, Windows '95™* and character-based interfaces or your Z39.50 client interface, enabling you to select the best option for your library
- A centralized remote reference center — with a proven track record — that takes data storage and maintenance duties off your shoulders

Availability

Business ASAP is available via the Gale Group's online subscription service, *InfoTrac Web*. For additional information or a free trial, contact your Gale Group Representative. Call 1-800-877-GALE (U.S. and Canada), or send an e-mail to international@galegroup.com (outside the U.S. and Canada). Or, visit our Web site at www.galegroup.com.

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