

Customer Resource Center *We're here to WOW you!*

For some folks, the words "customer service" have taken on a negative image as companies in recent years have moved away from serving the customer to selling the customer. At the Gale Group, we're working to change that image as well as the experience itself.

Our first order of business was the name — it had to convey that this is the place to go for answers, a willing ear, a friendly voice that assures "we'll look into it" (and then do so). The result: Customer Resource Center.

The Gale Group tested the concept by sending a Customer Resource Center Representative to the annual American Library Association show, equipping her with a

live link to our business system. It's unusual to have a person at a trade show for the sole purpose of simply serving customers. The Customer Resource Center Representative was "wowed" by the positive response she received from customers she was able to help at the show.

Now it's our turn to "WOW" you, and the first step to doing that is finding out in a little more detail what you think of how we're doing. Please take the time to fill out this brief survey (or fill out the form online at www.galegroup.com; click on Customer Service.) We promise that we'll give your comments and concerns the attention they deserve. Until then, thank you for your business. ●

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Gale Group News

Gale Group Welcomes K.G. Saur Verlag

In September the Gale Group acquired K.G. Saur Verlag, a Munich-based publisher specializing in arts and humanities, biography and social science reference information for libraries. The company was founded more than 50 years ago, and with offices in Munich and Leipzig, Germany and Berne, Switzerland, it publishes nearly 2,000 titles in print, microform and electronic formats.

Gale Group CEO Allen Paschal said that "K.G. Saur is a perfect fit with Gale Group's growth strategy and publishing program," noting that Saur's databases will play an important role in Gale's Online Resource Center development.

The Gale Group anticipates that this new relationship will be dynamic, and we're enthusiastic about the possibilities this opens up for our e-reference publishing for libraries and businesses.

K.G. Saur Managing Director Klaus Saur noted that the acquisition marks "a great opportunity for growth with a company that shares our passion for creating quality information products for library and educational institutions worldwide." We couldn't agree more. ●

Announcing the new *Discovering Collection* Subscribe now and save

Current subscribers to *DISCOVERING* or *EXPLORING* databases already know the value of these innovative online resources. But what you may not know is that even new subscribers can benefit from the new *Discovering Collection* and give their students access to:

- New and revised cross-curricular content
- New student-friendly interface
- Thousands of authors, biographies, essays, plot summaries, timeline events and more

For more information on the new *Discovering Collection*, please call your Gale Group Sales Representative at 1-800-877-GALE. ●

THE CUSTOMER RESOURCE CENTER IS HERE TO HELP

The Gale Group's Customer Resource Center is ready to help you with everything from billing and invoice queries to technical troubleshooting and new product ideas.

Customer Services

Billing inquiries and invoice requests, fulfillment claims — lost or damaged products, identifying orders and subscription information and shipment of point-of-use materials

8:00 a.m. – 7:00 p.m. (EST), Monday-Friday

Phone: 1-800-877-GALE

Fax: 1-877-363-4253

E-mail: www.galegroup.com/cust_serv/index.htm

Customers outside the U.S. and Canada, please direct inquiries to international@galegroup.com

Search Assistance

Tips on maximizing Gale Group databases, answers to questions regarding content and editorial issues, search strategy consultations, recommendations for Gale Group products to meet your needs

24 hours a day, 7 days a week

Phone: 1-800-877-GALE

Fax: 1-650-378-5442

E-mail: www.galegroup.com/cust_serv/index.htm

Customers outside the U.S. and Canada, please direct inquiries to contentqa@galegroup.com or fax 1-650-358-4639

Technical Services

Troubleshooting software, Internet platforms and hardware problems, usage reports and answers to password questions

24 hours a day, 7 days a week

Phone: 1-800-877-GALE

Fax: 1-800-676-2345

E-mail: www.galegroup.com/cust_serv/index.htm

Customers outside the U.S. and Canada, please direct inquiries to globaltech@galegroup.com

Web Installations

Contact this group for new installations only.

8:00 a.m. – 5:00 p.m., Monday-Friday

Phone: 1-800-877-GALE

Fax: 1-248-699-8094

E-mail: www.galegroup.com/cust_serv/index.htm

Customers outside the U.S. and Canada, please direct inquiries to globaltech@galegroup.com

InfoTrac Web Information:

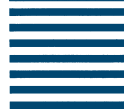
For tip sheets and GaleNet User Guide sections, go to:

http://www.galegroup.com/cust_serv/webprod/itwebguide/htm

http://www.galegroup.com/cust_serv/webprod/index.htm



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What's New from the Gale Group

The Latest Print Releases from the Gale Group Start the New Year with new titles for your library

Here's a sampling of new and revised print releases from the Gale Group, including the latest from our imprints Charles Scribner's Sons, Macmillan Reference USA, Schirmer Books and St. James Press.

Scribner Reference

- *Ancient Near East*
- *Encyclopedia of the U.S. in the 19th Century*
- *Encyclopedia of European Social History*

Macmillan Reference USA

- *Encyclopedia of the American Constitution*, 2nd Ed.
- *Encyclopedia of Sociology*, 2nd Ed.
- *Encyclopedia of Business and Finance*
- *Myths and Legends of the World*
- *Macmillan Encyclopedia of Energy*
- *Encyclopedia of Drugs, Alcohol and Addictive Behavior*, 2nd Ed.
- *Plant Science for Students*

Gale Group

Literary Masters

- Vol. 1: *F. Scott Fitzgerald*
- Vol. 2: *Ernest Hemingway*
- Vol. 3: *Dashell Hammett*
- Vol. 4: *Toni Morrison*
- Vol. 5: *Gabriel Garcia Marquez*
- Vol. 6: *William Faulkner*
- Vol. 7: *Theodore Dreiser*
- Vol. 8: *Albert Camus*
- Vol. 9: *Maxine Hong Kingston*

Literary Topics

- Vol. 1: *The Social Novel*
- Vol. 2: *Hemingway and the Expatriate Modernist Movement*
- Vol. 3: *Hard-Boiled Fiction*
- Vol. 4: *Black Aesthetic Movement*
- Vol. 5: *Magic Realism*

- Vol. 6: *Southern Renaissance*
- Vol. 7: *Realism and Naturalism*
- Vol. 8: *Existential Fiction*

Literary Masterpieces

- Vol. 1: *The Great Gatsby*
- Vol. 2: *The Sun Also Rises*
- Vol. 3: *The Maltese Falcon*
- Vol. 4: *Song of Solomon*
- Vol. 5: *One Hundred Years of Solitude*
- Vol. 6: *The Sound and the Fury*
- Vol. 7: *Sister Carrie*
- Vol. 8: *The Stranger*
- Vol. 9: *The Woman Warrior*

Concise Dictionary of World Literary Biography

History in Dispute

- Vol. 1. *The Cold War, First Series Pursuit of Liberty*
- Vol. 3. *American Social and Political Movements, 1900-1945: Pursuit of Progress*
- Vol. 4. *World War II, 1939-1942*
- Vol. 5. *World War II, 1942-1945*

Worldmark Encyclopedia of the Nations, 10th Ed.

Worldmark Yearbook 2001

Women in World History

The Gale Encyclopedia of Alternative Medicine

Beacham's Guide to the Endangered Species of North America

Science and Its Times

Visit www.galegroup.com for our full line catalog as well as product reviews, database demonstrations and more.

Infotrac® OneFile Instant access to more than 15 million articles



Gale Group's *InfoTrac OneFile* provides instant access to more than 15 million articles in dozens of content areas. From humanities, education, business and science to current events, art, computers and law, users rely on *InfoTrac OneFile* for access to the most up-to-date periodical and news content, as well as indexing from a variety of mainstream and specialized sources. Researchers have access to more than 2,500 full-text titles — more than 6,000 titles in all — with 20 years of backfile coverage from 1980 to the present.

Now, a single-search query gives users access to:

- **Newsires** — 89 wire services covering agriculture, general news, government and industry to business, sports and world current events
- **Periodicals** — general interest magazines, academic journals, business and technology periodicals and much more
- **Newspapers** — full indexing of The New York Times, The Wall Street Journal, The Washington Post, Los Angeles Times and Christian Science Monitor

InfoTrac OneFile's intuitive interface provides multiple pathways to key information. Its browser-style format enables users to browse the latest news, review a set of subject areas, review and select a particular resource, or search across the entire database. And *InfoTrac InfoMarks*™ — a unique *InfoTrac* feature — allows users to cut and paste URLs into files where they can save, reuse and share search results.

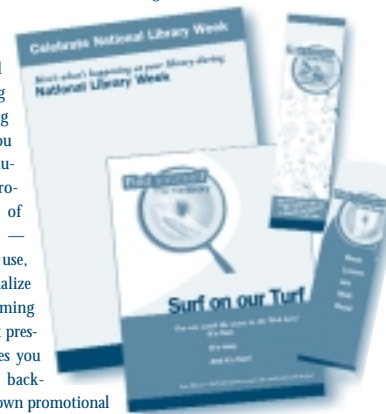
Find Yourself in the Library Gale Group and Library Advocacy

As a long-term library advocate, the Gale Group continues its mission to spotlight the importance of libraries and librarians in our communities and schools. Launched in September, our new program "Find Yourself in the Library" at www.galegroup.com/freestuff helps you reach out to your library community with easy-to-download free ideas, tools and materials:

- **"Surf on Our Turf"** — this flier tells patrons they can access the Web for free in your library
- **"Make Your Mark!"** — a do-it-yourself bookmark project
- **"Book Lovers are Well Read"** — encourages library usage and personal enrichment
- **"Check It Out!"** — a newsletter template to help you connect with your library community
- **"Reading Between the Lines"** — this record helps kids track the books they've read and encourages them to visit more often
- **"A Good Deed for Good Reads"** — an achievement certificate helping children recognize the value of reading

And so much more!

We've developed these advertising and marketing tools to assist you in meeting the educational and promotional goals of your library — they're easy to use, easy to personalize and free. Coming soon: PowerPoint presentation templates you can develop as background for your own promotional materials.



New Usage Reports make online products better than ever

The Gale Group is nearing completion on a major project to make our electronic product usage reports fully compliant with the guidelines established by the International Coalition of Library Consortia (ICOLC).

New features — already up and running — include:

- Ability to capture and report on *InfoTrac*® searches
- Ability to view usage reports online
- Enhanced delivery of usage reports as e-mail attachments
- Revised glossary and online help files

Coming soon: reports that support the needs of consortia and multiple location library systems.

All of the familiar reporting features are still there:

- Database usage summaries
- Total session time
- Total connect time
- Average session time
- View totals and by database
- Usage by specific journal titles
- And much more

To receive direct notification when the next features are released, send an e-mail to: technicalsupport@galegroup.com. In the subject line write "Add Me to Technical Contact List." In the body of the e-mail, please list your name, title and organization.



Health & Wellness Resource Center Instant access to authoritative health information

The *Health & Wellness Resource Center* database is unlike any other medical resource on the market. It is designed for everyone — students, patients and medical professionals alike. Users will appreciate the wide range of topics including fitness, pregnancy, nutrition, diseases, alcohol and drug abuse, prescription

drugs and alternative medicine. *Health & Wellness Resource Center* features authoritative, accurate and trustworthy sources, including: full-text periodicals, health sections from leading newspapers, medical dictionary, original reference material, pamphlets, Web site links and much more.

Experience painless searching and positive results at www.galegroup.com/HealthRC. Once you're at our Web site, you can also find out more about other Gale Group Resource Centers, view product demos and sign up for trial opportunities.

Visit www.galegroup.com for product descriptions, free trials, reviews and more

Customer Satisfaction Survey

We at the Gale Group are committed to our customer's satisfaction. Your feedback helps us to provide the level of service you have a right to expect! Thank you for taking the time to provide us with your response. You can also visit our web site at http://www.galegroup.com/cust_serv/index.htm and complete this survey online.

1) Overall how would you describe your satisfaction with the Gale Group as a publisher? On a scale of 1 to 5 with 1 being very dissatisfied, and 5 being very satisfied, please circle your response below.

1 2 3 4 5

2) Regarding the products that are available from the Gale Group, how would you rate them on the following attributes? Again, with 1 being very dissatisfied, and 5 being very satisfied.

	For Print:					For Electronic:					For Microform				
Overall rating?	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Quality?	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Value for Price?	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

3) Relative to other vendors you work with, please rate how easy or difficult it is to do business with the Gale Group. (1 being very difficult and 5 being very easy)

1 2 3 4 5

4) Have you been contacted by a sales representative of the Gale Group within the last 12 months?

Yes No

5) If yes, how would you describe your overall satisfaction with this sales experience. (1 being very dissatisfied, and 5 being very satisfied)

1 2 3 4 5

6) Have you contacted the Gale Group within the last 12 months?

Yes No

7) If yes, what was the nature of your contact? (Please check all that apply)

- Customer Service (i.e. billing questions, account status, product delivery questions)
- Sales Representative (i.e. placing an order, renewing, or product information)
- Technical Support (i.e. accessing electronic products, search assistance)
- Other, please specify below

8) Please rate your overall satisfaction with the experiences that apply to you: (1 being very dissatisfied, and 5 being very satisfied)

	1	2	3	4	5
Customer Service	1	2	3	4	5
Sales	1	2	3	4	5
Technical Support	1	2	3	4	5
Other	1	2	3	4	5

9) How likely are you to again purchase products directly from the Gale Group within the next year? (Circle One)

Very Unlikely Somewhat Unlikely Somewhat Likely Likely Very Likely
1 2 3 4 5

10) Finally, we would love your feedback. What are we doing right, what could we improve upon? Or, elaborate on any question. Thank You.

11) Please check the category that best describes your organization:

- | | |
|---|--|
| <input type="checkbox"/> Academic Library | <input type="checkbox"/> Government |
| <input type="checkbox"/> Public Library | <input type="checkbox"/> Non-profit |
| <input type="checkbox"/> School (Elementary - High) | <input type="checkbox"/> Wholesaler/Retailer |
| <input type="checkbox"/> Special Library | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Business/Corporation | |

12) Please complete: (Optional)

Your Name: _____

Title: _____

Organization Name: _____

Department Name: _____

Address: _____

City _____

State: _____ Postal/Zip Code: _____ Country: _____

Telephone Number: _____ Fax Number: _____

E-mail address: _____

Again, thank you for taking the time to complete our survey.

Please fax your completed survey to 1.888.438.2077 or fold,

tape and mail.