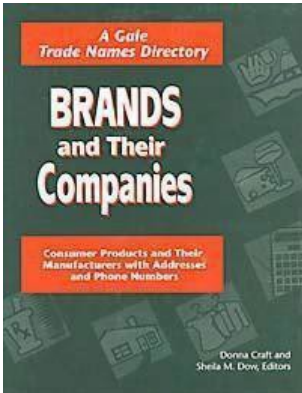
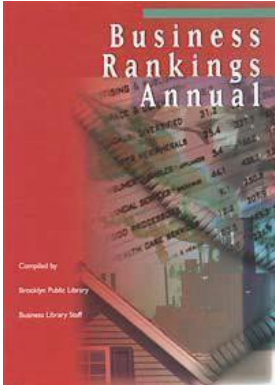
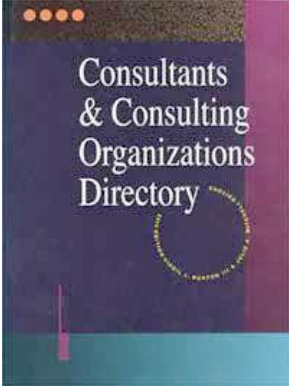
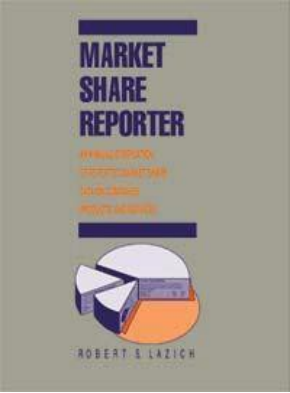




## Gale Directory Library

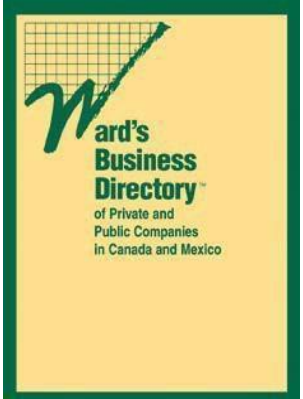
### Title Descriptions, Uses and Sample Searches


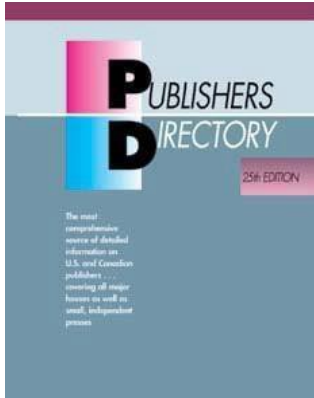
eDirectory Title	Description	Uses	Sample Search(es)
<p>Brands and Their Companies</p> 	<p><i>Brands and Their Companies</i> lists manufacturers and distributors from small businesses to large corporations, from both the public and private sectors, covering hundreds of thousands of consumer brands and companies. <i>Brands and Their Companies</i> also includes companies that are now out of business as well as brands that are no longer in production, ensuring comprehensive, historical coverage.</p>	<p>Researchers searching for the manufacturer of a specific brand name can easily locate the company's name and contact information</p> <p>Business professionals can quickly create customized lists of brands and companies in particular fields, with full contact information</p> <p>Invaluable historical data provides users with information on companies that have gone out of business, allowing researchers to identify brands long defunct</p>	<p>A student researching brands produced by Coca Cola can search under Organization Name for "Coca Cola", receiving results for each brand the company produces or on produced.</p> <p>Researcher seeking to find out if a brand is still produced can search by brand name, receiving results indicating if the brand is now out of production.</p>
<p>Business Rankings Annual</p> 	<p><i>Business Rankings Annual</i> provides a unique look at the business world through thousands of business rankings culled from periodicals, newspapers, financial services, directories, statistical annuals and other sources. The "top ten" of each of these rankings appear in each edition, covering a wide range of industries and the most vital, high-interest subject areas. These rankings provide invaluable insight into competitive analysis, diversification planning, market research, economic and policy analysis, and much more.</p>	<p>Economics students can easily research major trends in new industries</p> <p>Business professionals quickly get overviews of major business topics, including historical analysis</p> <p>Consultants and investors can instantly access detailed information on performance for specific industries, companies and brands</p>	<p>Business Students or Marketing professionals can run a search to find out how the world's top beverage brands compared from year to year</p> <p>In the solar energy field? Easily find out who North America's top solar contractors are.</p> <p>A student doing research on people with disabilities and the job market can run searches identifying the top companies and government agencies that for the disabled.</p>


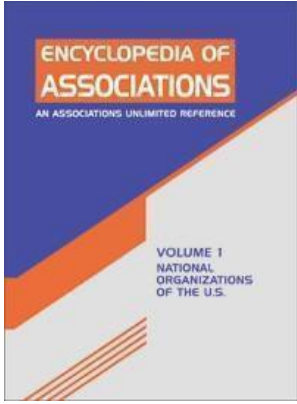
eDirectory Title	Description	Uses	Sample Search(es)
<p data-bbox="176 219 451 277">Consultants &amp; Consulting Organizations Directory</p> 	<p data-bbox="611 219 1016 1049">In an increasingly complex and sophisticated marketplace, today's businesses rely on industry consultants to keep up with the rapid pace of technological change and fluctuating market demands. Consultants &amp; Consulting Organizations describes thousands of consultancies that operate in the United States and Canada. This invaluable data unites businesses, government agencies, institutions and individuals with the experts who can aid in the creation and maintenance of prosperous competitive businesses. More than 400 specialties are represented, including finance, computers, fundraising, advertising and many others. Each annual edition of this venerable resource describes more than 26,000 consultancies. Multiple editions are available by standing order, ensuring access to the most up-to-date information as well as historical data.</p>	<p data-bbox="1094 219 1451 833">Small business owners looking for guidance on offering benefits to their employees can generate a list of Human Resource consulting firms to explore options</p> <p data-bbox="1094 418 1444 638">Business firms looking to update their technological capabilities can quickly locate consultants in their geographic area who can provide expertise on upgrading hardware and offer software solutions</p> <p data-bbox="1094 651 1446 833">New business owners wanting to expand their customer base through specific advertising channels can identify firms who can provide specialized advertising services</p>	<ul style="list-style-type: none"> <li data-bbox="1524 219 1898 435">• A business owner seeking to upgrade their computer networking systems for efficiency can easily search for consultants in Michigan who specialize in problem-solving, installation and support.</li> <li data-bbox="1524 475 1898 626">○ A small business looking to grow their business can search for consultants in their area who specialize in e-marketing and reaching customers.</li> <li data-bbox="1524 667 1898 786">○ Start-ups searching for help in business-planning can easily find firms specializing in all aspects of starting a business.</li> <li data-bbox="1524 826 1898 911">○ Potential job-seekers can search for firms that match their skills</li> </ul>

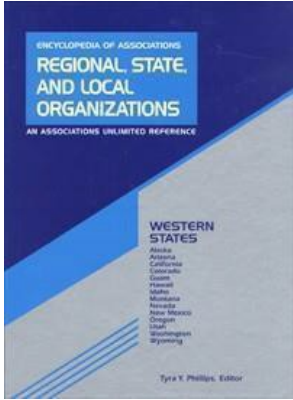
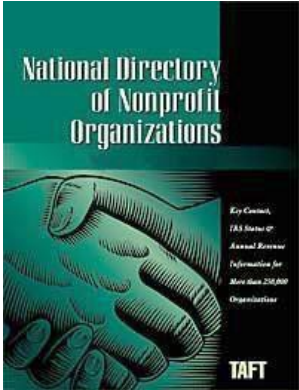
eDirectory Title	Description	Uses	Sample Search(es)
<p>Market Share Reporter</p> 	<p><i>Market Share Reporter</i> presents comparative business statistics in a clear, straightforward manner, providing a detailed overview of international companies, products and services. Providing comprehensive global coverage, each annual edition of <i>Market Share Reporter</i> includes more than 2,000 entries on a wide range of topics, from global positioning systems to laboratory equipment.</p>	<p>A small business creating video game software can easily identify competitors in the field in specific geographic areas Marketing professionals can identify trends in their particular industry and track them over time Entrepreneurs can get an instant statistical overview of industry trends by geographic area to determine the feasibility of getting into new business areas</p>	<ul style="list-style-type: none"> <li>◆ Company name (ex. Nestle Canada Inc.)</li> <li>◆ Top officer names (ex. Dan Magliocco)</li> <li>◆ Industry searches (ex. SIC 7372 – Prepackaged Software)</li> <li>◆ Company types (ex. Public companies)</li> </ul>
<p>Medical and Health Information Directory</p> 	<p><i>Medical and Health Information Directory</i> is a comprehensive guide to organizations, agencies, institutions, services and information sources in medical and health-related fields. Entries represent the full range of subject areas within biomedical science and clinical medicine as well as covering the technological and socioeconomic aspects of health care.</p>	<p>Medical students can research organizations and institutions focusing on specific subject areas Health care professionals can quickly create lists of contacts for international research centers Users can easily identify health care providers in specific geographical areas and sort data by specialty</p>	<p>You are a veteran and looking for clinics that provide services for post-traumatic stress syndrome. A search basic search for veterans and limited search to Post Traumatic Stress provides a list of facilities and clinics.</p> <p>You are applying to nursing school for college. A basic search of nursing in MHID, limited by Chapter 18, Medical and Allied Health Schools, will give you a subject category list to choose from Nursing, Nurse Anesthesia and Nurse-Midwifery programs at colleges and universities.</p>

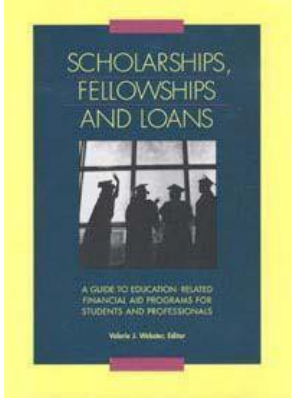
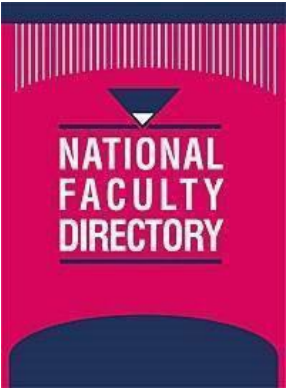
eDirectory Title	Description	Uses	Sample Search(es)
<p>Ward's Business Directory of U.S. Private and Public Companies</p> 	<p><i>Ward's Business Directory of U.S. Private and Public Companies</i> is a comprehensive, one-stop resource for information on thousands of companies active in the United States. The most detailed resource of its kind, <i>Ward's Business Directory of U.S. Private and Public Companies</i> provides invaluable, up-to-date information on public and private companies, including full contact details, rankings and analysis.</p>	<p>Business analysts can quickly locate detailed information on companies in particular fields state by state</p> <p>Job seekers can search for private companies in specific geographic areas and instantly create mailing lists</p> <p>Business professionals can easily access up-to-date analysis of competing companies, including operating revenue and industry activity</p> <p>Business researchers can quickly compare companies across timelines, industries and geographic regions</p>	<ul style="list-style-type: none"> <li>◆ Company name (ex. Microsoft Corp.)</li> <li>◆ Top officer names (ex. Satya Nadella)</li> <li>◆ Industry searches (ex. SIC 7372 – Prepackaged Software)</li> <li>◆ Company types (ex. Public companies)</li> </ul>

<p>Ward's Business Directory of Private and Public Companies in Canada and Mexico</p> 	<p><i>Ward's Business Directory of Private and Public Companies in Canada and Mexico</i> is a comprehensive, one-stop resource for information on thousands of companies active in Canada and Mexico. The most detailed resource of its kind, <i>Ward's Business Directory of Private and Public Companies in Canada and Mexico</i> provides invaluable, up-to-date information on public and private companies, including full contact details, rankings and analysis.</p>	<p>Business analysts, executives, corporate researchers and business students can quickly locate detailed information on Mexican and Canadian companies in particular fields</p> <p>Job seekers can search for private companies by industry, location and size in specific geographic areas and instantly create mailing lists</p> <p>Business and marketing professionals can easily access up-to-date analysis of competing companies, including operating revenue and industry activity</p>	<ul style="list-style-type: none"> <li>◆ Company name (ex. Nestle Canada Inc.)</li> <li>◆ Top officer names (ex. Dan Magliocco)</li> <li>◆ Industry searches (ex. SIC 7372 – Prepackaged Software)</li> <li>◆ Company types (ex. Public companies)</li> </ul>
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eDirectory Title	Description	Uses	Sample
<p>Gale Directory of Publications and Broadcast Media</p> 	<p><i>Gale Directory of Publications and Broadcast Media</i> has been the definitive source for media information since 1969. The premier directory for up-to-date data, it contains more than 57,000 listings for radio and television stations, cable companies and print media publishers. Detailed entries provide full contact information, including address, phone and fax numbers, e-mail addresses and Web site URLs; listings of key personnel, including feature editors; owner information; hours of operation; publications or networks carried; and much more.</p>	<p>Journalism students seeking internships and prospective employment opportunities can generate a list of newspapers and television stations in any number of geographic areas, including contact names and addresses, and export this data to a handy, sortable list for resume submission</p> <p>Agency media buyers interested in advertising in specific markets through particular channels can quickly generate target lists within their budgets and sort them by ad rates and circulation statistics</p>	<p>Are you looking to advertise in a newspaper, journal, or on a radio station? You can access all the media that accepts advertising, and then filter the results to meet your needs.</p> <p>Are you taking a cross-country car trip and want to listen to country music as you go? You can search for country music stations along your route.</p>
<p>Publishers Directory</p> 	<p>Exhaustive coverage of approximately 30,000 U.S. and Canadian publishers, distributors and wholesalers. Organizations profiled in <i>Publishers Directory</i> represent a broad spectrum of interests, including major publishing companies; small presses (in the traditional, literary sense); groups promoting special interests from ethnic heritage to alternative medical treatments; museums and societies in the arts, science, technology, history and genealogy; divisions within universities that issue special publications in such fields as business, literature and climate studies; religious institutions; corporations that produce important publications related to their areas of specialization; government agencies; and electronic and database publishers.</p>	<p>General readers looking for contact information on small presses who specialize in publications on literature can easily create a sortable list of publishers and contact information</p> <p>Authors targeting publishers in specific fields (such as science, arts or medicine) or in particular geographic locations can identify key personnel to contact and check for local branch offices</p> <p>Teachers looking for publications that focus on a specific topic can compile a list of publishers who have a concentration in the field</p>	<p>Enter the specific industry, geographic location, or keyword into the basic search bar to start a list of publishing companies.</p>

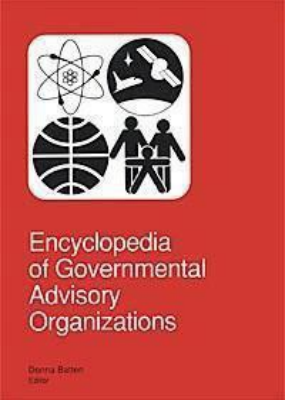

eDirectory Title	Description	Uses	Sample Search(es)
<p>Encyclopedia of Associations: International Organizations</p> 	<p>This detailed resource covers multinational and national membership organizations from Afghanistan to Zimbabwe, including U.S.-based organizations with a binational or multinational membership. Entries provide complete contact information, including names of directors and executive officers; e-mail and Web site addresses; description of the organization's history, governance, staff, budget, affiliations, goals, activities and much more.</p>	<p>Cross-search all three "EA" titles in seconds to generate a list of animal rights organizations across the globe, including complete contact information, Web sites and more</p> <p>Market a new small business product or service by connecting with Chambers of Commerce; cross-search national with regional organizations to easily create a mailing list of more than 3,000 groups across the U.S.</p>	<p><u>Are you a business owner looking for new business prospects?</u> Use IO to locate associations specifically related to your industry and geographic are of the world in which you are looking to increase business</p>
<p>Encyclopedia of Associations: National Organizations of the U.S.</p> 	<p>The only comprehensive source for detailed information on nonprofit American membership organizations of national scope. Each entry features a range of valuable data, typically including the organization's complete name, address, email and/or web site and phone; the primary official's name and title; founding date; purpose and activities; dues; national and international conferences; and more.</p>	<p>Cross-search all three "EA" titles in seconds to generate a list of animal rights organizations across the globe, including complete contact information, Web sites and more</p> <p>Market a new small business product or service by connecting with Chambers of Commerce; cross-search national with regional organizations to easily create a mailing list of more than 3,000 groups across the U.S.</p>	<p><u>Are you a public library that serves small business owners and entrepreneurs?</u> Use EA to locate business prospects, such as dental associations that an entrepreneur may be able to market their new dental software into the associations' members' dental offices.</p>



eDirectory Title	Description	Uses	Sample Search(es)
<p>Encyclopedia of Associations: Regional, State and Local Organizations</p> 	<p>This guide to U.S. nonprofit membership organizations with interstate, intrastate, city or local scope includes trade and professional associations, social welfare and public affairs organizations and religious, sports and hobby groups with voluntary members. Entries furnish association name and complete contact information.</p>	<p>Cross-search all three “EA” titles in seconds to generate a list of animal rights organizations across the globe, including complete contact information, Web sites and more</p> <p>Market a new small business product or service by connecting with Chambers of Commerce; cross-search national with regional organizations to easily create a mailing list of more than 3,000 groups across the U.S.</p>	<ul style="list-style-type: none"> <li>• Search RSL on GDL to locate professional, technical, social, or political organizations for individuals preparing to visit, move to, or conduct business in a certain region.</li> <li>• Utilize RSL on GDL to perform custom searches and export detailed reports of thousands of chapters and affiliates of EA: National associations.</li> </ul>
<p>National Directory of Nonprofit Organizations</p> 	<p>Designed specifically for marketers, sales staff and nonprofit professionals, <i>National Directory of Non-Profit Organizations</i> provides contact and descriptive factual information on the largest nonprofit organizations in the United States. Based on data from the Internal Revenue Service, each annual edition of this venerable resource includes entries on more than 260,000 organizations, more than 180,000 of which have incomes greater than \$100,000. Multiple editions are available by standing order, ensuring access to the most up-to-date information as well as historical data.</p>	<p>Job seekers looking for opportunities in the non-profit sector can easily compile a list of organizations sorted geographically</p> <p>Public relations professionals can identify organizations that support specific programs to identify potential giving opportunities</p> <p>Researchers looking for endowment funds and scholarships in particular fields can easily compile a list of nonprofit organizations by activity</p>	<ul style="list-style-type: none"> <li>• A student doing research on medical nonprofits in the Great Lakes Region can easily run searches to locate those organizations by state and activity/subject category</li> <li>• Sales and marketing professional can easily target nonprofits geographically and by revenue and asset levels</li> </ul>

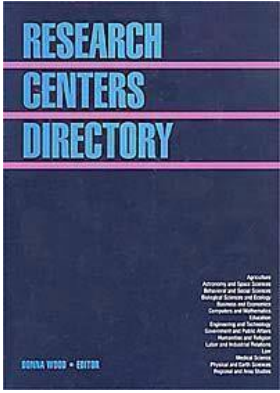

eDirectory Title	Description	Uses	Sample Search(es)
<p data-bbox="176 258 541 282">Scholarships, Fellowships &amp; Loans</p> 	<p data-bbox="611 258 1037 638">This long-standing reference is a one-stop resource detailing thousands of sources of education related financial aid and awards at all levels of study. Perfect for education professionals, parents, students, counselors and others interested in education funding options, <i>Scholarships, Fellowships and Loans</i> is a comprehensive source of information on financial aid, from full scholarships to internships.</p>	<p data-bbox="1094 263 1457 618">Students can quickly locate the full range of funding organizations for education organized by geographic area Parents and school counselors can create up-to-date contact lists for prospective students needing financial aid School administrators can easily locate state educational resource agencies</p>	<ul data-bbox="1520 263 1908 797" style="list-style-type: none"> <li>○ A senior high school student looking for scholarship funding available for study at schools in the New England region can easily locate them searching by level of study and place of study restrictions</li> <li>○ U.S. veterans or their family members looking to advance their education can easily locate available funding searching by Affiliation</li> <li>○ Guidance counselors can create lists of available funding sources for students, limiting searches by geographic area and/or subject category</li> </ul>
<p data-bbox="176 813 457 837">National Faculty Directory</p> 	<p data-bbox="611 846 1037 1255"><i>National Faculty Directory</i> is a one-stop resource for names and addresses of hundreds of thousands of faculty members at more than 6,300 American and Canadian colleges and universities. This long-standing resource is among the most comprehensive faculty directory available and is perfect for students, academics and professional researchers seeking faculty contact information and departmental affiliations.</p>	<p data-bbox="1073 854 1457 1209">Students researching faculty can easily identify institutions at which particular members teach with complete contact information Academics seeking information on other scholars can quickly locate institutions and departmental affiliations School administrators can easily locate faculty by specialty</p>	<p data-bbox="1507 813 1877 902">Search on a subject, professor's name, or university all from basic search.</p>



eDirectory Title	Description	Uses	Sample Search(es)
<p data-bbox="176 250 527 310">Directory of Special Libraries and Information Centers</p> 	<p data-bbox="613 250 1010 922"><i>Directory of Special Libraries and Information Centers</i> has been your one-stop resource for detailed information on special libraries, resource centers, special collections and documentation centers for more than 30 years. Unlike public and academic libraries, which provide access to resources on a variety of general topics, special libraries maintain more detailed collections that focus on a specific subject or a group of closely related topics. <i>Directory of Special Libraries and Information Centers</i> furnishes detailed information on more than 34,500 international libraries and centers covering the complete range of topics, from African American history and environmental design to psychology and zoology.</p>	<p data-bbox="1098 250 1474 673">Business professionals can identify special library collections in business and related fields, compiling a list of detailed contact information Graduate students in science can quickly compile a list of special libraries that focus on specific subjects in science and technology Historians can easily locate special collections of rare and historically significant documents</p>	<ul data-bbox="1535 250 1911 922" style="list-style-type: none"> <li>◆ Corporate librarians in Texas looking for additional resources on marketing and business strategy in their state can search by the keyword terms “marketing” and “business strategy” and the state “Texas.”</li> <li>◆ Hospital librarians looking for area hospitals and clinics with information on cancer can search the database by a particular city (or area code, or postal code) and keyword “cancer.”</li> <li>◆ Independent researchers or historians writing a book on the Civil War can search that keyword and find hundreds of libraries worldwide with holdings on the Civil War.</li> </ul>

eDirectory Title	Description	Uses	Sample Search(es)
<p data-bbox="176 250 510 310">Encyclopedia of Governmental Advisory Organizations</p> 	<p data-bbox="611 250 1020 760"><i>Encyclopedia of Governmental Advisory Organizations</i> profiles more than 7,600 permanent, continuing and ad hoc advisory committees of all kinds reporting to the president, congress and various other United States government departments and agencies. Active committees are emphasized but information on historically significant organizations that are no longer functioning, as well as some that were authorized but never activated or funded, are also included. Important regional and interstate commissions of broad public interest are also represented.</p>	<p data-bbox="1098 256 1451 672">Business professionals can identify advisory organizations in business and related fields, compiling a list of detailed contact information</p> <p data-bbox="1098 418 1451 570">Graduate students in science can quickly compile a list of advisory organizations that focus on specific subjects in science and technology</p> <p data-bbox="1098 581 1451 672">Historians can locate resources and publications of historically significant advisory organizations</p>	<p data-bbox="1509 250 1854 370">Search by state to see what government advisory organizations are in a particular state.</p>
<p data-bbox="176 786 527 813">Government Research Directory</p> 	<p data-bbox="611 786 1041 1263">For more than 20 years, <i>Government Research Directory</i> has been the most comprehensive source of information available on more than 7,500 research programs and facilities operated by or for the United States and Canadian federal governments. This detailed directory covers programs in basic, applied, developmental, exploratory, experimental and theoretic research in virtually every discipline, and includes federal agencies and bureaus, government owned or operated research facilities, cooperative research programs, information centers, and support units.</p>	<p data-bbox="1098 792 1465 1268">Business technology professionals can identify governmental research programs in business and related fields, compiling a list of detailed contact information</p> <p data-bbox="1098 954 1465 1105">Graduate students in science can quickly compile a list of governmental research facilities that focus on specific subjects in science organized geographically</p> <p data-bbox="1098 1117 1465 1268">Historians and social scientists can easily locate subject-specific periodicals and documents published by government research facilities</p>	<p data-bbox="1509 792 1871 912">Search on keyword, subject, or a specific geographic location from basic search to get a list of Government Research Centers.</p>

eDirectory Title	Description	Uses	Sample Search(es)
<p data-bbox="163 267 499 329">International Research Centers Directory</p> 	<p data-bbox="602 267 1012 808"><i>International Research Centers Directory</i> is the most current and comprehensive resource on government, university and independent nonprofit research organizations in more than 150 countries. Research is broadly defined to include fundamental, applied and developmental studies as well as data gathering, analysis and synthesis activities outside the United States. The directory lists and describes nonprofit research institutes, centers, operating foundations, laboratories, bureaus, experiment stations and other similar research facilities.</p>	<p data-bbox="1083 267 1444 690">Business professionals can identify cutting-edge technology research centers around the globe and quickly compile a list of detailed contact information Graduate students can compile a list of research centers that focus on specific subjects and provide educational opportunities Medical professionals can easily locate international research centers and identify their resources and publications</p>	<ul data-bbox="1509 267 1879 552" style="list-style-type: none"> <li>◆ Law librarians in Portugal seeking other libraries in their country with information on corporate law can search the term “corporate law” and the country “Portugal” (and broaden the search to include other countries if not satisfied with the initial search results).</li> </ul>
<p data-bbox="163 849 352 878">Statistics Sources</p> 	<p data-bbox="602 849 1012 1328">This easy-to-use alphabetically arranged dictionary serves as a guide to current sources of factual quantitative information on more than 20,000 specific subjects, incorporating almost 135,000 citations and more than 1,600 sources. <i>Statistics Sources</i> provides the widest possible range of print and non-print, published and unpublished, and electronic and other forms of U.S. and international statistical data on industrial, business, social, educational, financial and other topics.</p>	<p data-bbox="1083 849 1444 1214">Students can quickly locate the full range of funding organizations for education organized by geographic area Parents and school counselors can create up-to-date contact lists for prospective students needing financial aid School administrators can easily locate state educational resource agencies</p>	<p data-bbox="1467 881 1900 1101">Search more than 5,000 distinct report of statistical information produced by international NGOs, US and international government entities, corporations, non-profit organizations, educational institutions and many more organizations.</p>

eDirectory Title	Description	Uses	Sample Search(es)
<p>Research Centers Directory</p> 	<p>For more than 45 years, <i>Research Centers Directory</i> has been the premier resource for information on North America’s nonprofit research organizations. The most comprehensive guide of its kind, <i>Research Centers Directory</i> covers the programs, staffing, publications and services of more than 14,800 laboratories, institutes, experiment stations, farms, support facilities, technology transfer centers, think tanks and other centers. It also includes research-support units that operate as separate entities, such as statistical laboratories, survey centers, information retrieval facilities and some museums.</p>	<p>Graduate students in physics can compile a list of research centers that focus on specific subjects and provide educational opportunities          Medical professionals can easily locate regional research centers and identify their resources and publications          Business professionals can identify cutting-edge technology research centers and quickly compile a list of detailed contact information</p>	<ul style="list-style-type: none"> <li>Marketing researchers in Texas looking for additional resources on marketing and business strategy in their state can search by the keyword terms “marketing” and “business strategy” and the state “Texas.”</li> <li>Legal professionals in New York seeking research institutions in their areas with findings on corporate law can search the term “corporate law” and the city “New York” (and broaden the search to include surrounding cities if not satisfied with the initial search results).</li> </ul>
<p>Encyclopedia of Business Information Sources</p> 	<p>This comprehensive directory is a bibliographic guide to more than 35,000 live, print and electronic sources of information covering more than 1,100 subjects of particular interest to business professionals. Citations cover abstracts and indexes; almanacs and yearbooks; bibliographies; CD-ROM and online databases; directories; encyclopedias and dictionaries; periodicals and newspapers; research centers and institutes; statistics sources; trade and professional societies; and many other sources of business information.</p>	<p>Business professionals needing information on any of hundreds of particular business topics can quickly compile a list of sources of detailed information          Small business owners needing help expanding their internet presence can easily identify resources of information including full contact information          Workers searching for wages/salary information and other statistics sources can locate publications providing up-to-date data</p>	<ul style="list-style-type: none"> <li>Are you searching for key business information sources under a specific topic of interest? (Corporate Finance, for example.) You can do a simple search to find key information sources dealing with this topic, such as bibliographies, associations, periodicals, and research centers.</li> <li>Do you need to find directories, online databases, or trade/professional associations related to a particular subject (such as the Petroleum Industry)? Searching on a business topic will provide you access all of these sources.</li> </ul> <p>Updated 1/1/2018</p>