

## 关于我们

#### GALE, 连接图书馆与学习的桥梁



圣智出版集团(Cengage)是服务165个国家数百万学习者的教育科技公司,通过高质量、数字化的内容和平台提升学生们的学习方式。公司目前服务全球K-12、高等教育、职业、图书馆、英语语言教学以及劳动力培训市场。

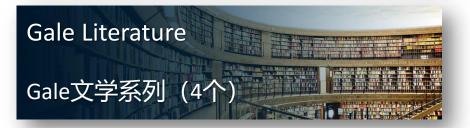


## 培训大纲

• 分别介绍四个系列资源的内容概览

- · Gale一次文献平台的功能特色
- Gale文学平台功能特色
- Gale**资源中心**平台功能
- · Gale**商业资源中心**数据库平台特色











# 一次文献

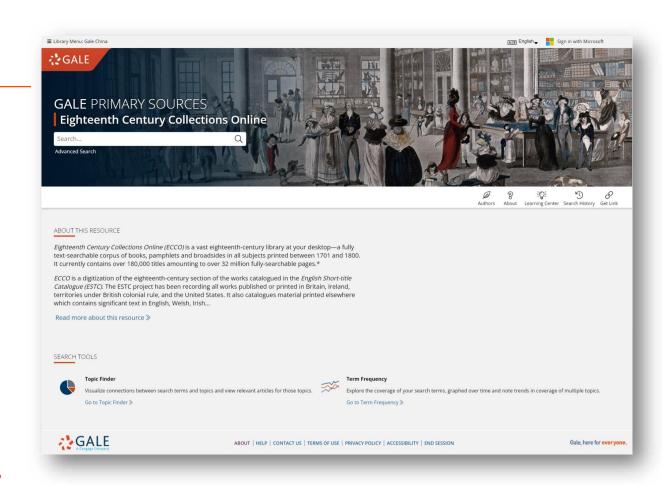


## 十八世纪作品在线 (ECCO)

### 十八世纪研究的必备资源

♦ 根据English Short Title Catalogue收录

- +
- ◇ 超过 180,000 条标题 (200,000 卷/**3291万多页**)
- ◆ 包括书籍、小册子、散文、大幅印刷品等
- ◇ 全部内容为历史一次文献
- ◇ 时间涵盖1701-1800年
- 英语为主,也包含一些其他语言
- ◇ 历史与地理|社会科学与艺术|医学、科学与技术|文学与语言|宗教与哲学|法律|参考书





## 十八世纪作品在线 (ECCO)

### OCR的文本提高阅读体验



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PREFACE.

but small advantage from her gifts, unless they are improved by mature and judicious cultivation.

It is unnecessary to undertake a serious demonstration of a truth universally admitted in all ages and nations; a truth confirmed by daily experience, and the practice of which was the object constantly aimed at by the labours both of the philosopher and the bulk of mankind. The improvement of the latter, as far as it can be effected by education, has been more attended to in the present age than ever it was in any preceding one. If the endeavours used to this purpose have not had all the success that might be expected from them, they

OCR Confidence: 91% Learn how this text was creat

but small advantage from her ts, un-less they are improved by mature and iu unnecessary to undertake universally ad- mitted in all a confirmed by daily experience he practice of which was the obje& con- ftantly aimed e labours both of the philosopher and the bulk of r d. The improvement of the latter, as far as it can be e v education, has been more attended to in the pres than ever it was in any to this purpose have preceding one. If the endeavo not had all the success that m expeCted from them. they have -.t lel. .excited the at and directed the minds lithment of which, as it of men towards an object, the is more or less perfeCt, has eve

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THE FARTHER

#### ADVENTURES

ROBINSON CRUSOE,

Being the Second and Last Part

OF HIS

And STRANGE SURPRIZING

ACCOUNTS of his TRAVELS

Round three Parts of the Globe.

Written by Himself.

The Second Edition.

ch is added a Map of the World, in which is eated the Voyages of ROBINSON CRUSOE.



LONDON: Printed for W. TAYLOR at the Ship in Pater-Neffer-Row, MDCCXIX.

OCR光学字符识别



# 文学系列数据库



## **Gale Literature Resource Center**

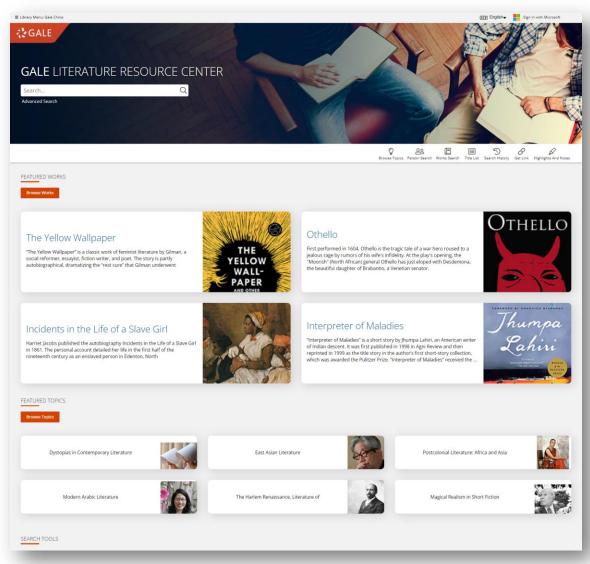


## Gale文学资源中心(LRC)

#### 内容全面、可靠的文学专题库

- ◇ 两大获奖丛书《当代作家》(Contemporary Authors)和《文学传记 辞典》(Dictionary of Literary Biography)的175,000多个条目
- ◇ 来自Gale知名文学评论十大系列丛书的91,000多篇评论全文
- ◇ 来自480多种学术期刊和文学杂志的170多万篇相关综述、新闻资讯等
- ◇ 16,000多条热门文学主题和作品概述
- ◇ 70,000多部当代诗歌、小说和戏剧全文
- ◇ 15,000多个作者访谈
- ◇ 2,800多幅作者肖像
- ◇ 文学作品,文学传记,文学评论的全收集







## **Gale Literature: LitFinder**



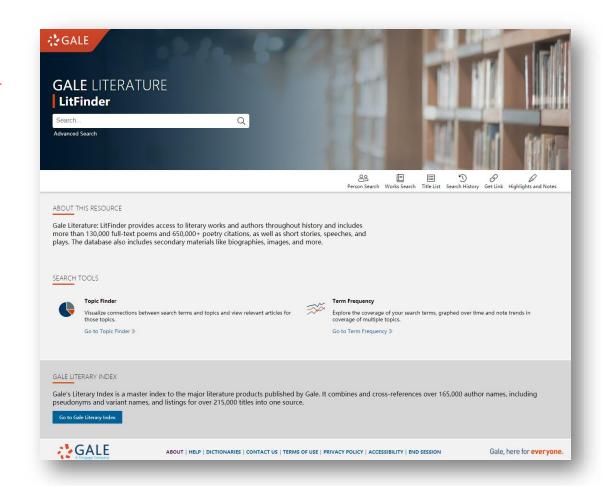
## Gale文学资源:文学资料大全

#### 涵盖各个时期的大量文学作品

- □ 文学作品包含约:
  - □ 8万位作家作品(3万位女性作家)



- □ 超过820,000篇诗歌引文,其中134,000篇为全文诗
- □ 10,000多篇短篇和长篇小说全文
- □ 16世纪至21世纪发表的散文
- □ 2,400 篇全文演讲
- □ 1,300 篇全文戏剧
- □ 补充传记、作品概述、照片等信息
- □ 内容季度增加





## **Gale Literature: Scribner Writer Series**



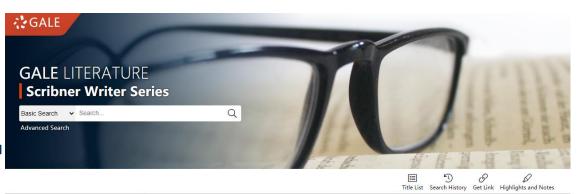
## Scribner作家系列电子书

#### 将作者及其作品至于个人和历史的背景之下

- 涵盖世界各地、不同时期的 1,400多位重要作家的生活和作品
- 90 多部作家系列电子书
- 包括评论性文章和传记信息
- 通过对主要作品的深入分析平衡了文化史和文学传记
- 超过 2,000 篇原创、综合性、学者署名的文章

#### □ 系列合集:

- American Writers Collection
- British Writers Collection
- European Writers Collection
- World and Genre Writers Collection







## **Gale Literature: Twayne's Author Series**



## Twayne作者系列电子书

#### 作家生活和作品的深度批判性介绍

- 860 多本专著 , 平均页数在 175,200 页
- 作者与作品专题系列,提供深度的文学剖析
- 由著名的文学学者撰写
- 作家生活与作品、文学运动的历史与影响
- 文学传统的发展等多方面的评论
- □ 系列合集:
  - U.S. Authors Series Classic
  - U.S. Authors, World Authors, andBritish Authors Updated Edition
  - Masterwork Series

- Short Fiction Series
- World Authors Series Classic
- British Writers Series Classic







## 资源中心系列主题数据库



## **Gale In Context: Environmental Studies**

## Gale资源中心:环境研究

#### 今天的环境问题决定着世界明天的命运。

- 9大主题下包含400多个不同的环境事件和话题分类
- +
- 资料内容种类丰富,包括案例研究,统计数据,图 片等
- 500多种出版物
- 不断更新以确保用户能够访问最新的信息
- □ 商业和经济

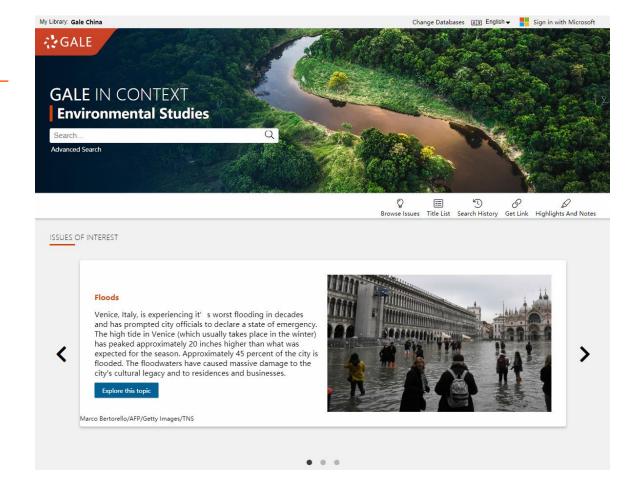
→ 法律和法律研究

→ 环境研究

□ 科学与技术

□ 地理学

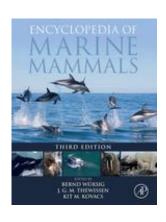
■ 可持续发展研究

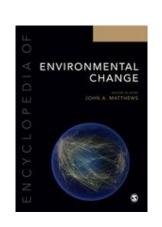


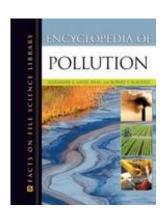


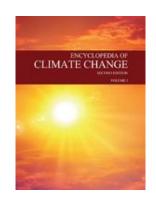
## Gale资源中心:环境研究

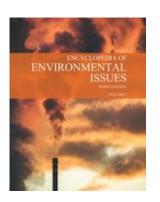
- 500 多种与环境、能源等有关的期刊、报纸和杂志,几乎均为全文收录,其中包含300 余种同行评审期刊
- 数十万条新闻资讯,60,000多条会议演讲、报告笔记;
- 100多部Gale出版社的权威参考工具书和百科全书;
- 230,000 多份NPR 等广播公司和新闻媒体的音频资料
- 来自全球国家和企业所作环保工作的数千个案例研究
- 近170,000 份会议相关新闻、简讯、笔记和报告,60 余家国际相关组织的概况及访问链接
- 470 多个与环境相关的议题
- 覆盖190多个国家、地区和组织的与环境问题有关的各方面信

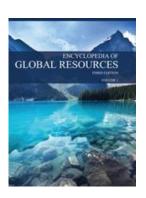














## **Gale In Context: World History**

## Gale资源中心: 世界史

#### 呈现伟大的文化与社会如何塑造历史。

- 8大主题下包含300多个不同的事件和话题分类
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- 不断更新以确保用户能够访问最新的信息
- 1000多种出版物

- □ 艺术和人文科学
- → 语言和语言学
- □ 科学与技术

□ 商业和经济

□ 文学与写作

□ 社会科学

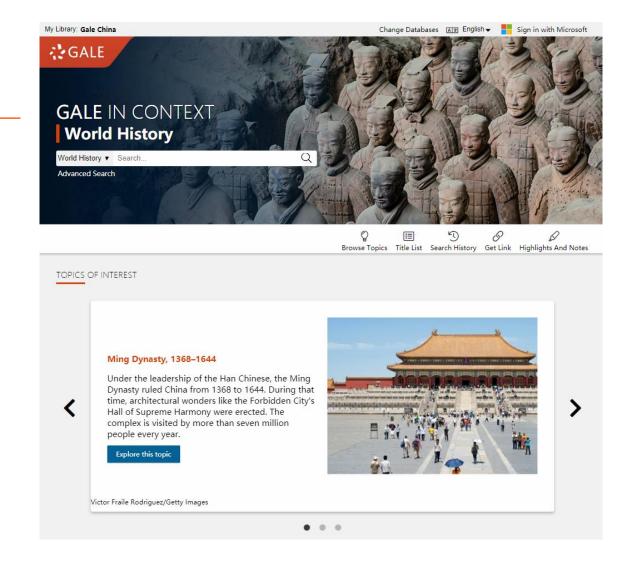
□ 经济学

□ 政治学

□ 世界史

┛ 健康与医学

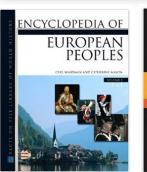
□ 区域历史

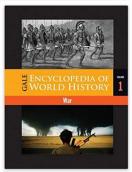




## Gale资源中心: 世界史





















- 1700多份来自 Gale 独有的一次文献内容
- · 300多部百科参考资料
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- 来自1,000多种学术期刊、报纸、年鉴、专著等 出版物的丰富资料,其中700多种为全文收录,
- 近400种为没有滞后期的现刊,覆盖多个国家
- 来自美国 NPR 、AP (美联社) CBC (加拿大 广播公司) 等新闻媒体的 220,000 多份音频
- 37,000 份历史图像,包括照片,插图,地图等
- 200 多个历史相关的法律审判案例
- 专家精选的 400 多个历史相关的网址链接
- 超过半数以上的全文学术期刊在线阅读,包括:
  - •The Historian 《 历史学家 》
  - Historical Studies 《 历史研究 》
  - •Africa Today 《 今日非洲 》







# 商业数据库



## **Gale Business Insights**

## Gale商业资源中心

#### 不仅仅是商业数据和文章的集合。

- 全面——全球商业新闻资讯、行业参考资料、统计 数据、案例分析和学术期刊的综合商业数据库
- 广泛——涵盖了财务报告、 SWOT 报告、互动图 表、案例 分析、统计数据、国家与行业信息等资源
- -通过整合多种资源到一个平台,助学者用 国际视角研究全球商业与经济的研究课题
- 公司历史 SWOT 报告 商业参考书 公司年表 商业期刊 案例研究 学术文章 投资和财务报告 商业词条 市场研究报告



Gain Deep Insight on Companies Around the

Explore the world's companies through expert analysis such as SWOT analyses, financial statements, case studies and articles from academic journals, trade magazines, news outlets and more.

**Most Searched Companies** 

Amazon.com. Inc. Revenue: \$386,064,000 million NASDAQ: AMZN

Revenue: \$365.817.000 million

Tesla Inc. Revenue: \$53,823,000 million

NASDAO: AAPL

Walmart Inc.

Revenue: \$559,151,000 million

Starbucks Corporation Revenue: \$29,060,600 million NASDAO: SBUX

The Coca-Cola Co.

Revenue: \$33,014,000 million

Nike, Inc. Revenue: \$44.538.000 million NYSE NKE

Netflix Inc. Revenue: \$24,996,060 million

NASDAQ: NFLX Target Corporation

Revenue: \$93,561,000 million

Microsoft Corporation Revenue: \$168,088,000 million NASDAO: MSFT

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The New York Times International Journal of Business and Public The Guardian (London, England)

Academy of Strategic Management Journal Journal of the International Academy for Case Studies Management Science

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ADWEEK

Mergers and Acquisition

Academy of Management Journal

Strategic Finance **Business World** The Financial Times

The Times of India Academy of Entrepreneurship Journal

**Most Used Topics** 

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Business Management Cybersecurity

Operations Management

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Explore Industries

Explore over 1.057 industries with industry reports, competitive landscapes, Plunkett Reports, case studies and more.

Most Searched Industries

Coffee and Tea Manufacturing (311920)

Soft Drink Manufacturing (312111) Footwear Manufacturing (316210)

Electronic Computer Manufacturing (334111)

Automobile Manufacturing (336111)

All Other General Merchandise Stores (452319

Electronic Shopping and Mail-Order Houses (454110)

Software Publishers (511210)

Internet Publishing and Broadcasting and Web Search Portals (519130)

Limited-Service Restaurants (722513)

**Most Searched Countries** 

Explore countries by their top industries and the companies based there, along with relevant articles like news, magazine articles, and

Understand Major Markets

GDP-\$20 953 trillion United Kingdon

GDP: \$2,760 trillion GDP: \$3,846 trillion Canada GDP: \$1.645 trillion GDP: \$1.444 trillion

GDP: \$14.723 trillion GDP: \$1,074 trillion

GDP: \$5.058 trillion GDP: \$.271 trillion



18

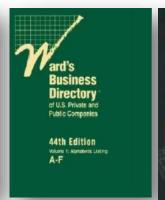
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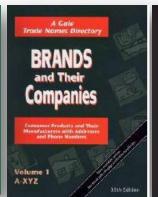
Australia

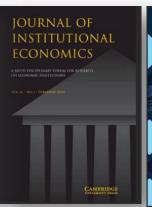
GDP: \$1 328 trillion

## 海量商业信息













- Gale 独家内容:
- 50 多万家全球公司的介绍,每天刷新
- 详尽的国家/ 地区概况
- 《国际公司历史名录》收录17,480 多家公司的相关文章
- 知名企业大事年表,包括全球2,300多家企业的历史里程碑事件
- 《年度商业排名》包含115,000 多项"十大"商业排名,均精选自权威
   机构。
- 《市场占有率报告》包含超过78,000 份含商业统计比较数据的报告。•
- 《美国行业百科全书》收录超过1,060 篇见解深刻的文章。
- 《全球行业百科全书》探讨125 个全球行业领域。
- · 《新兴行业百科全书》(Encyclopedia of Emerging Industries), · 涵盖250 多个表现出明显增长势头的行业。

- 《新兴市场百科全书》提供了对35 个国家/ 地区和80 个行业的深入 观察。
- 第三方内容:
- 近6,000 种全文学术、商业、专业报纸期刊
- EDGAR 美国证券交易委员会 (SEC) 文件
  - 汤森路透财务报告
- GlobalData SWOT 报告
  - Plunkett 行业报告
- 世界银行国家指标数据
- Mergent 投资报告
- MarketLine 行业概况
- · EIU 国家报告







## 数据库回顾

### 四个系列八个数据库

- · 历史一次文献——十八世纪作品在线
- · 文学系列数据库——Gale文学资源中心(LRC)/

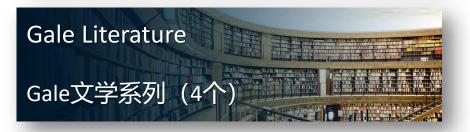
文学资料大全/

Scribner作家系列电子书/

Twayne作者系列电子书

- · 资源中心系列数据库——环境研究/ 世界史
- · 商业数据库——Gale商业资源中心









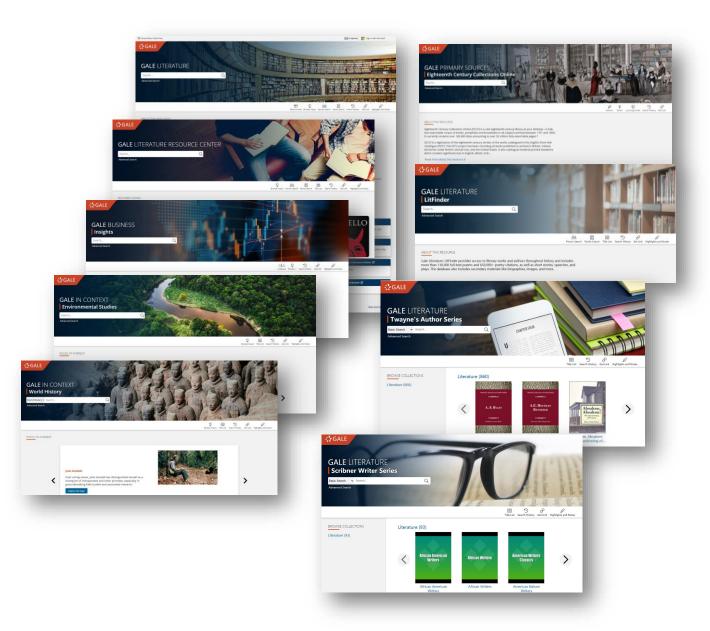


# Gale 数据库检索平台

## 统一的检索体验

## 独立访问OR交叉检索

- 无论是历史一次文献还是当下最新的学术期刊,读者可以在统一的检索体验下进行顺畅的探索与挖掘。
- 针对不同数据库中的文献资源设计更好用的 检索工具和阅读工具
- 8个数据库独立访问平台,1个文学交叉检索平台,1个资源中心交叉检索平台





## 基本功能

### 统一的检索体验

- 操作界面语言翻译
- 基本检索/高级检索
- 检索结果筛选优化工具
- 在线引用等文献管理
- 文献检索结果分析工具
- 页面分享
- 检索历史
- •









## 历史一次文献数据库平台

## 十八世纪作品在线



操作界面语言翻译

作者查询/ 关于介绍/ 学习中心/ 检索历史/ 固定链接

检索选择

ABOUT THIS RESOURCE

Eighteenth Century Collections Online (ECCO) is a vast eighteenth-century library at your desktop—a fully text-searchable corpus of books, pamphlets and broadsides in all subjects printed between 1701 and 1800. It currently contains over 180,000 titles amounting to over 32 million fully-searchable pages.\*

ECCO is a digitization of the eighteenth-century section of the works catalogued in the English Short-title Catalogue (ESTC). The ESTC project has been recording all works published or printed in Britain, Ireland, territories under British colonial rule, and the United States. It also catalogues material printed elsewhere which contains significant text in English, Welsh, Irish...

Read more about this resource >>

SEARCH TOOLS

Topic Finder

Visualize connections between search terms and topics and view relevant articles for those topics.

Go to Topic Finder >>

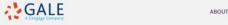
Term Frequency

Explore the coverage of your search terms, graphed over time and note trends in coverage of multiple topics.

Go to Term Frequency >>



话题查找器 术语词频分析工具

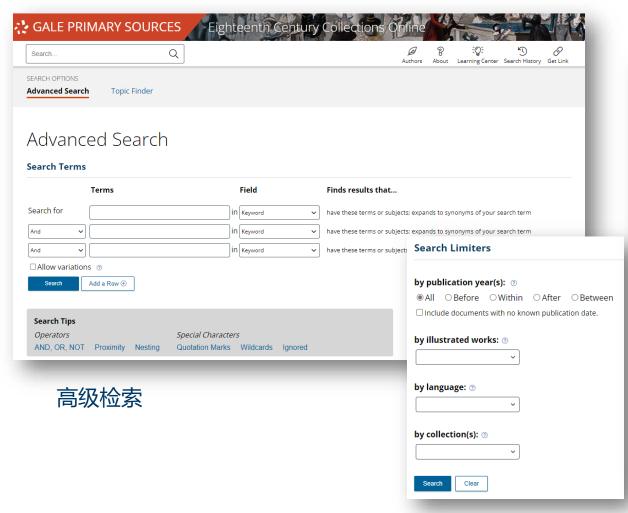


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Gale, here for everyone.

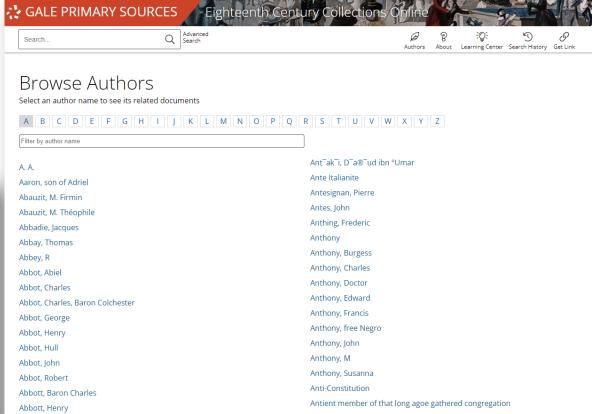


## 多种检索方式



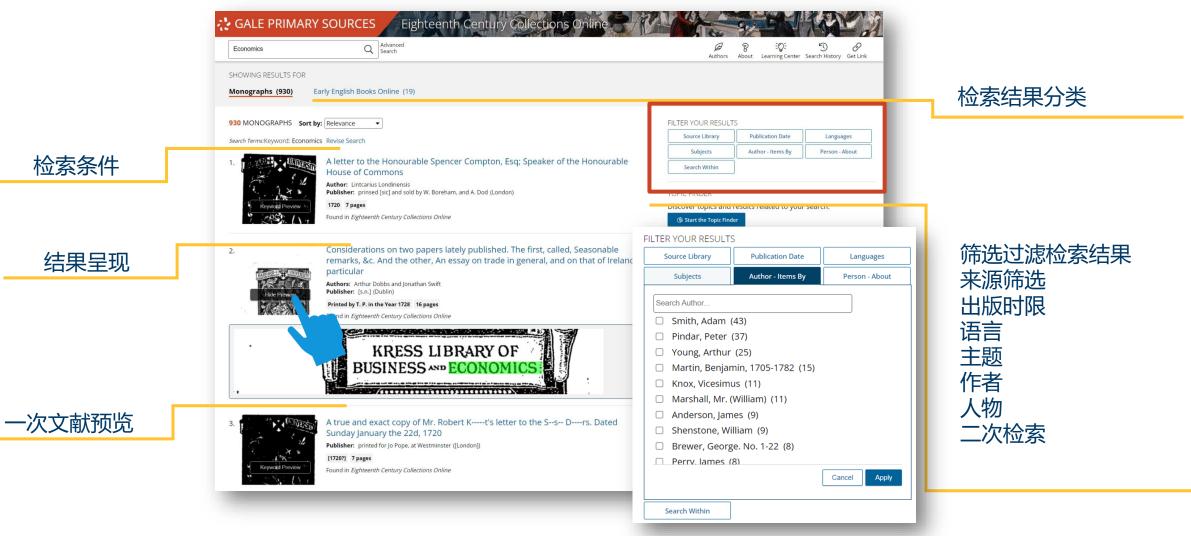
#### 作者查询







## 一次文献检索呈现



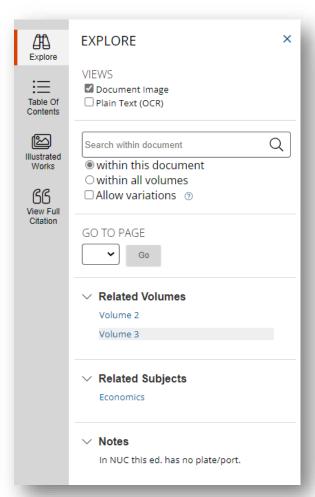


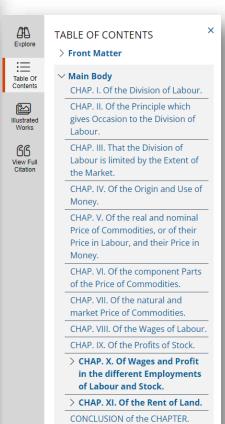
## 文献阅读

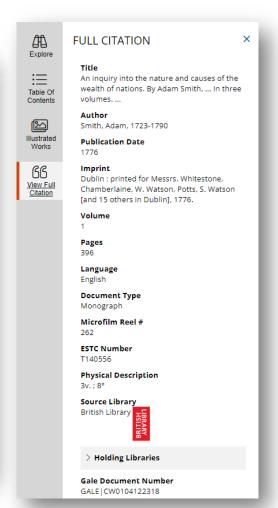
GALE PRIMARY SOURCES Eighteenth Century Collections Online 图像操作工具 An inquiry into the nature and causes of the wealth of nations. By Adam Smith, ... In three volumes. ... 文献管理 Author: Adam Smith Publisher: printed for Messrs. Whitestone, Chamberlaine, W. Watson, Potts, S. Watson [and 15 others in Dublin] (Dublin) 翻页/直达/缩放/适应页面/ Volume: 1 图像调整/全屏 Explore DOCUMENT TEXT **EXPLORE** ⟨ > | 1-396/ 2 Go | Q Q | ←→ ↑ C | ► OCR Confidence: 97% Learn how this text was created Problanghler \_ Document Image Plain Text (OCR) /i// / // 11. fo~e^ .... -- AN I N Q U,I R Y INTO THE NATURE AND CAUSES, OF THE WEALTH, OF NATIONS. BY ADAM SMITH, LL.D. AND r.ĸ.ɔ.,ĸ rormerly Professor of Moral Philosophy in the University of Q Search within document Glasgow., IN THREE VOLUMES., VOL. I. D U B L I N: Printed for Meffis. WHITESTONE, CHAMBERLAINE, W. WATSON, POTrS, S WATSON, HOEY, within this document INQUIRY WILLIAMS, W.COLLES, WIL-, SON, ARMITAGE, W..LKER, MONCRIEFFE, o within all volumes JENKIN, GILBLRT, CROSS, MILLS, HALLHEAD, FAULK-, NER, HILLARY, and J. ☐ Allow variations ③ COLLES., MDCCLXXVI., · GO TO PAGE INTO THE **▼** Go 侧边工具栏 NATURE AND CAUSES > Related Volumes 浏览 > Related Subjects OF THE 目录 > Notes WEALTH OF NATIONS. 插图 引用资料 BY ADAM SMITH, LL.D. AND F.R.S. OCR文本 Formerly Professor of Moral Philosophy in the University of Glasgow IN THREE VOLUMES. VOL. I. DUBLIN: Printed for Meffis. WHITESTONE, CHAMBERLAINE, W. WATSON, POTTS, S WATSON, HORY, WILLIAMS, W. COLLES, WIL-

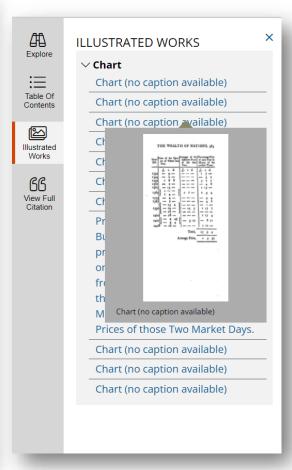


## 侧边栏功能区



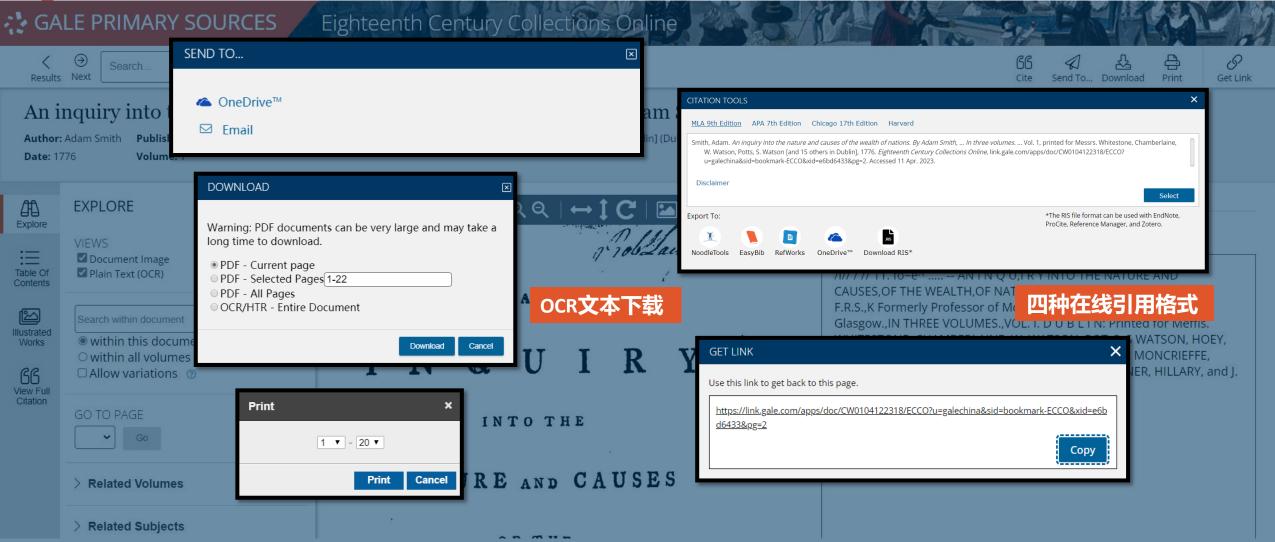








## 文献管理





## 话题查找工具

#### Topic Finder

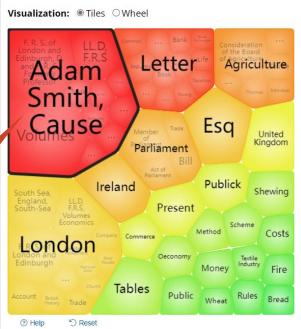
Find new topics or keywords and discover new connections found in the top results.

Search...

Search Terms: Keyword: Economics

are found most often in the text of your search results. Letter Adam

18世纪经济学 为亚当斯密



There are two ways to visualize below which words and subjects

**话题查找器**通过将常见主题组织在一起,揭示 出检索词之间的隐藏关系,帮助打造研究项目 并整合各种内容与相关信息。

Clicking on a topic wheel or tile narrows your original search results to the documents also containing that subject or term.

RESULTS FOR TOPIC: ADAM SMITH, CAUSE (36)

An inquiry into the nature and causes of the wealth of nations. By Adam Smith, L L. D. and F. R. S. of London and Edinburgh: One of the Commissioners of his Majesty's Customs in Scotland; and Formerly Professor of Moral Philosophy in the University of Glasgow. In three volumes. ...

A N INQUIRY I N Q U I R Y INTO THE NATURE AND CAUSES OF THE WEALTH OF NATIONS BOOK II C H A P III Of the Accumulation of Capital or of prdutcive and unprioduitive Labour T HERE is one fort of labour...

#### [Economics] [Ethics]

An inquiry into the nature and causes of the wealth of nations. By Adam Smith, L L. D. and F. R. S. of London and Edinburgh: One of the Commissioners of his Majesty's Customs in Scotland; and Formerly Professor of Moral Philosophy in the University of Glasgow. In three volumes. ...

A 4 I N O U I R Y INQUIRY INTO T H NATURE AND CAUSES OP THE WEALTH OF NATIONS BOOK IV CHAP IX OF the agriclltral Systems or of theft Ss tems of political Eccilimy which rcprefeP Jt ib ProdJwe cf...

#### [Economics] [Ethics]

An inquiry into the nature and causes of the wealth of nations. By Adam Smith, LL. D. and F. R. S. Formerly Professor of Moral Philosophy in the University of Glasgow. In two volumes. ...

AN INQUIRYINTO THE NATURE AND CAUSES OF THE WEALTH OF NATIONS BOOKIV OF Syfems of political Oeconomy INTRODUCTION OLITICAL oeconomy confidered as a branch of the science of B 0 o K a... [Economics]

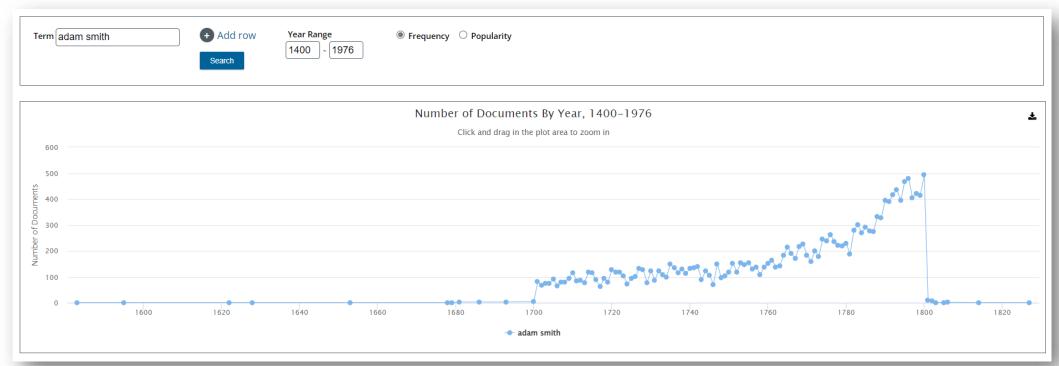


## 术语词频工具

## Term Frequency

View search results over time by entering a word or phrase, comparing multiple terms if desired.

By clicking on a point on the graph, retrieve search results for that year or, by clicking and dragging, select a time period to zoom in on.





# 文学资源检索



## Gale文学资源交叉检索

## 四合一的无缝体验

"Gale文学资源"系列数据库汇集Gale的优质文学资源,令研究过程一气呵成。







Literature Resource Center 文学资源中心(LRC) Gale文学旗舰产品,精选的文学研究参考数据库



LitFinder文学资料大全 收录**文学作品**全文



Scribner作家系列电子书 精选1400 位作家传记和评论文章

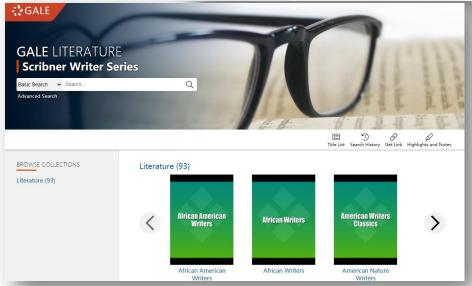


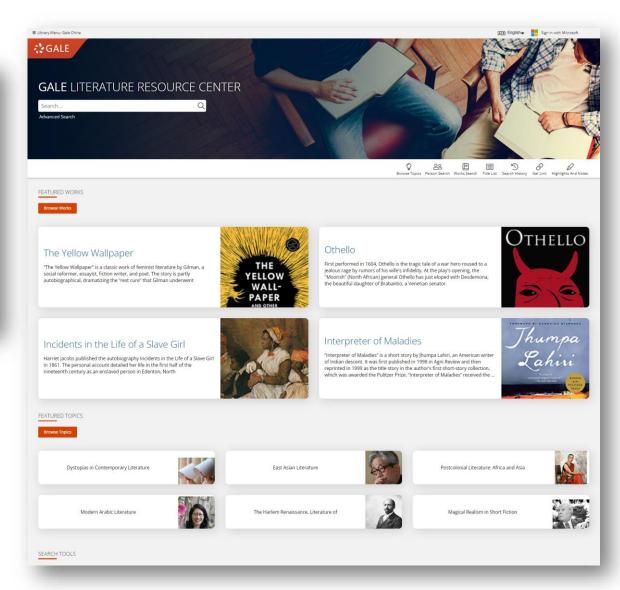
Twayne作家系列电子书 作者与作品专题**文学批评**文章



## 独立平台









## Gale Literature 交叉检索平台

## 基本检索|高级检索



ABOUT THIS RESOURCE

An integrated research experience, Gale Literature brings together Gale's premier literary databases in a new digital environment that allows researchers, faculty and students to search across these resources to discover and analyze content in entirely new ways. No other publisher offers this unmatched combination

new digital environment that allows researchers, faculty and students to search across these resources to discover and analyze content in entirely new ways. No other publisher offers this unmatched combination of uniquely rich literary content, dependable metadata, and intuitive subject indexing - all enriched by features and design that breathes new life into the study of literature. As Gale makes additional Literary Resources available through Gale Literature, and if your library has access to these products, they will be automatically added to the Gale Literature experience upon release.

SEARCH TOOLS

•

Topic Finde

 $\label{thm:connections} Visualize connections between search terms and topics and view relevant articles for those topics.$ 

for those topics.

m Frequency

Explore the coverage of your search terms, graphed over time and note trends in coverage of multiple topics.

Go to Term Frequency >>

Go to Topic Finder »

作家检索 作品检索 文学话题检索

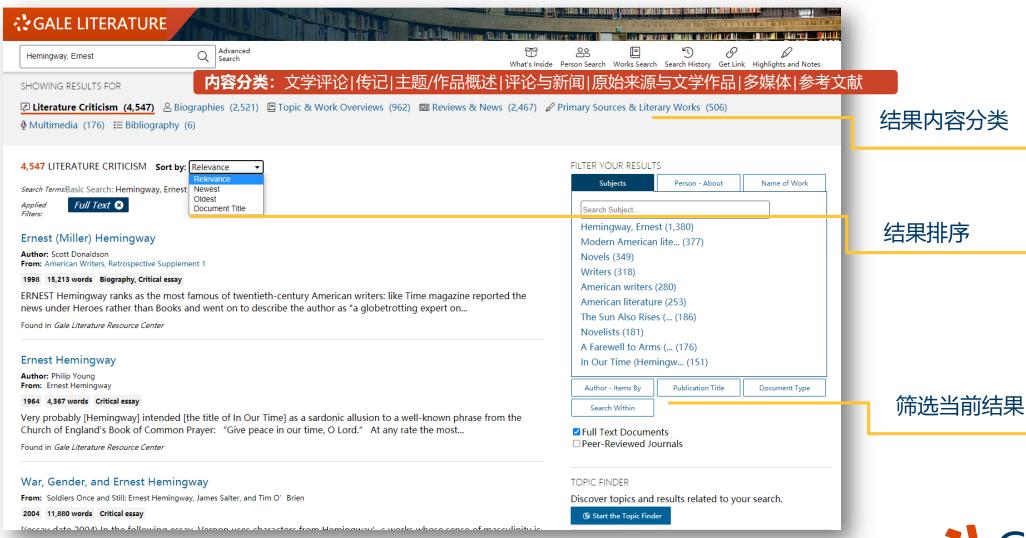


统一检索平台 五种检索方式 两种结果分析功能



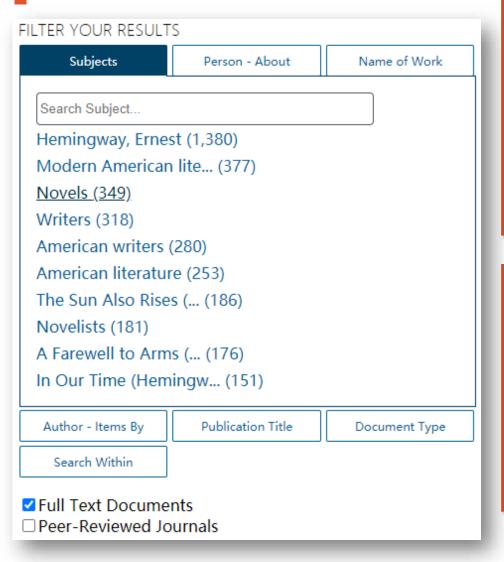


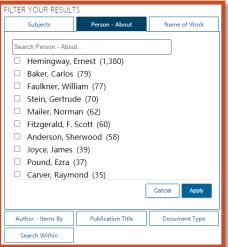
#### **Gale Literature**



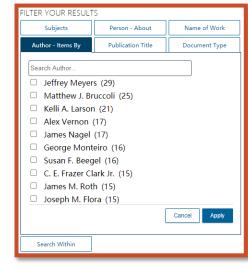


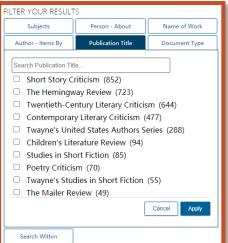
## 优化筛选

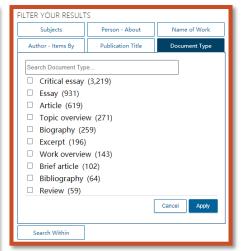










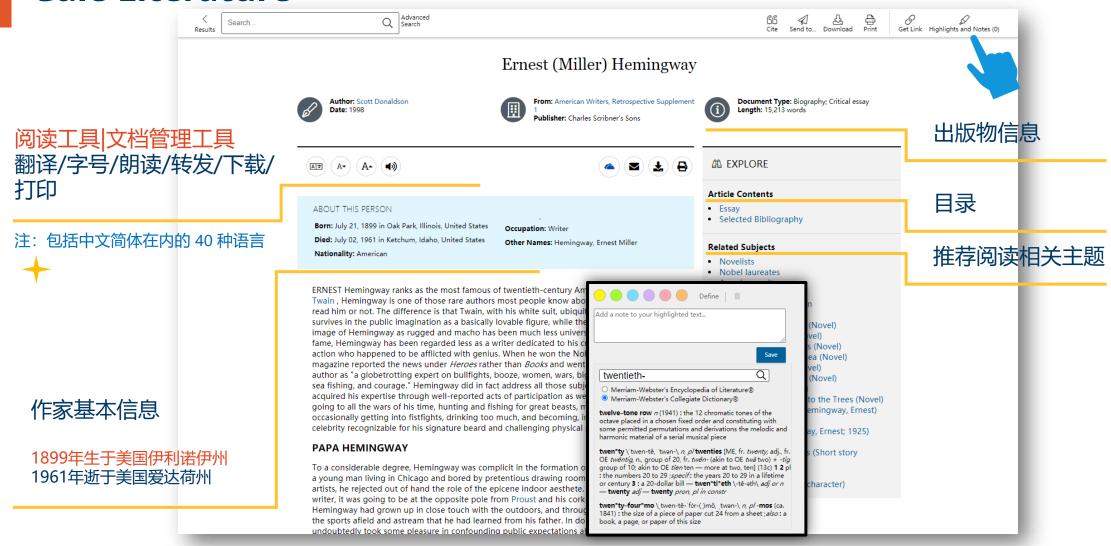


FILTER YOUR RESULTS				
Subjects	Person - About	Name of Work		
Author - Items By	Publication Title	Document Type		
Search Within				
		Submit		



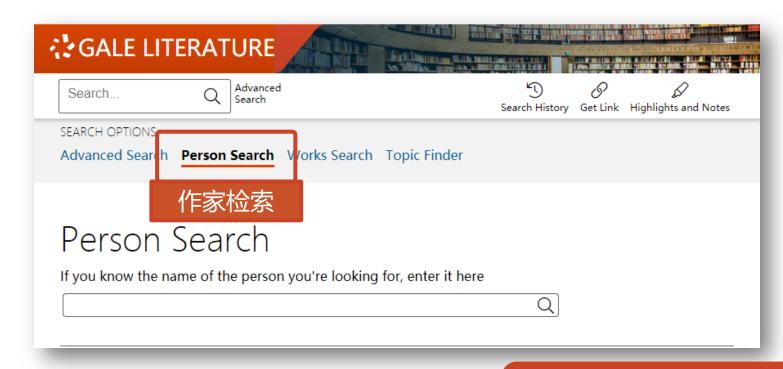
## **Gale Literature**

## 四种在线引用格式



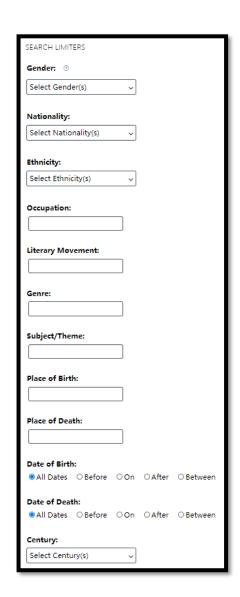


## 作家检索



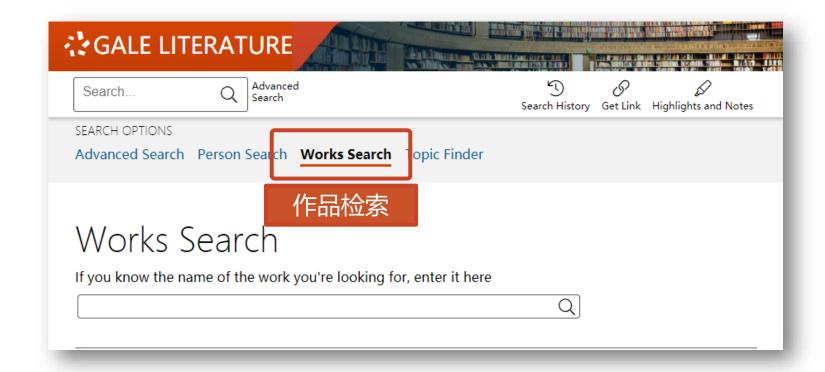
#### 筛选条件:

性别|国籍|种族|职业|文学运动|流派|科目主题|出生地|逝世地|日期|世纪





## 作品检索



#### 筛选条件:

全文|作品类型|作者|出版年份|世纪|原文语言|作者性别|作者国籍|作者种族|

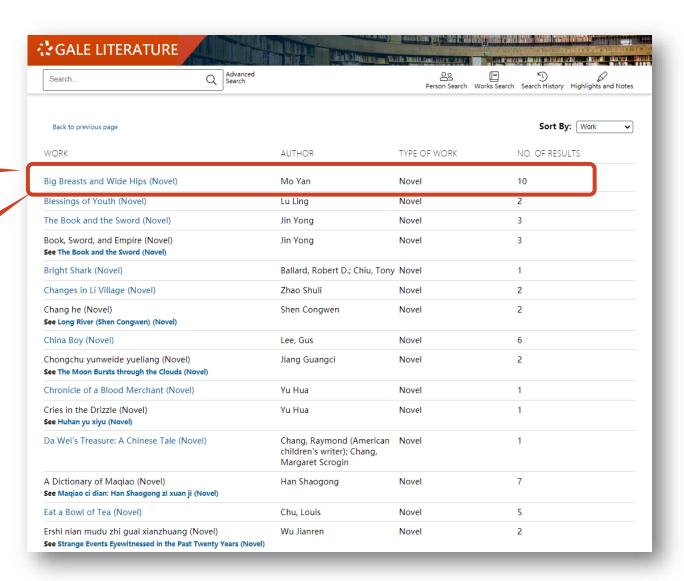




## 作品检索结果

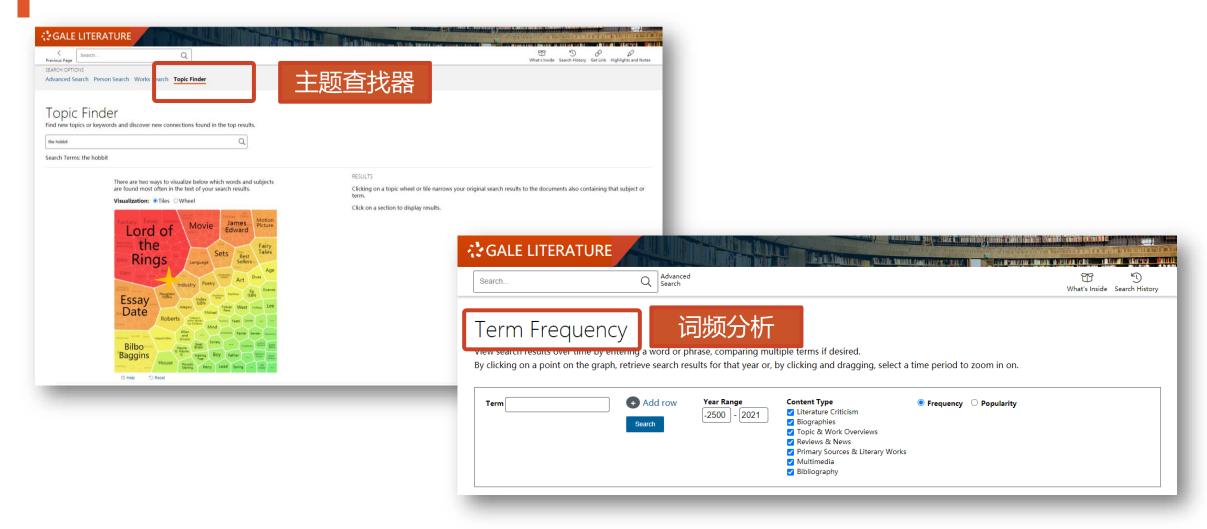
筛选条件: 20世纪 中国 男性作家 创作的小说

丰乳肥臀 莫言 10条相关结果





## 分析工具

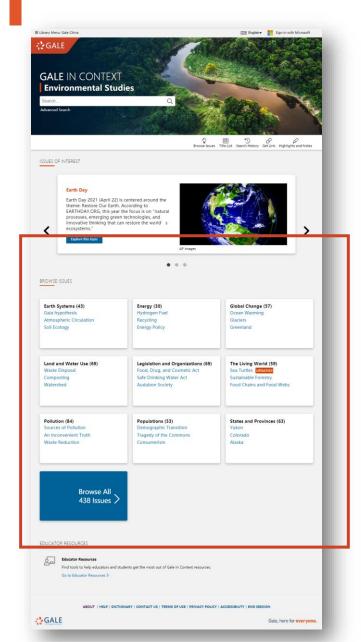




## 资源中心主题资源检索

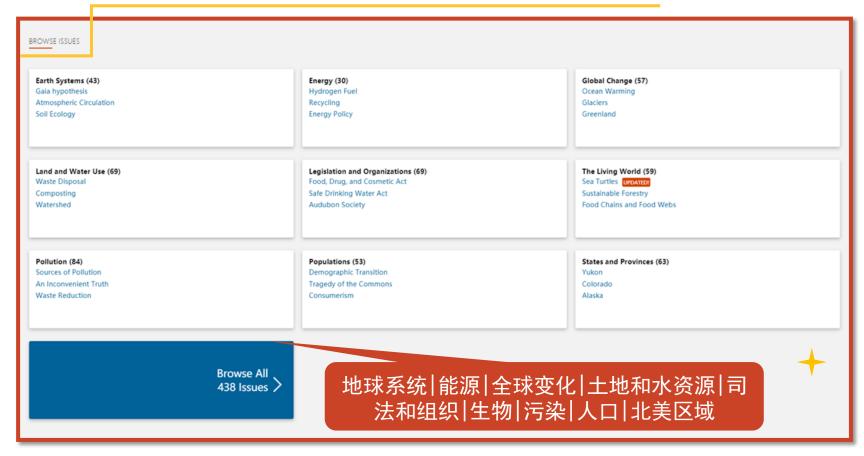


## **Gale In Context: Environmental Studies**



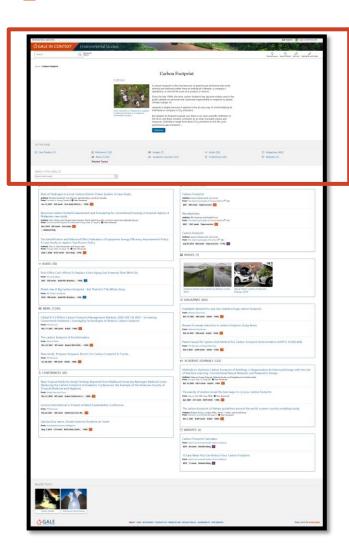
话题浏览

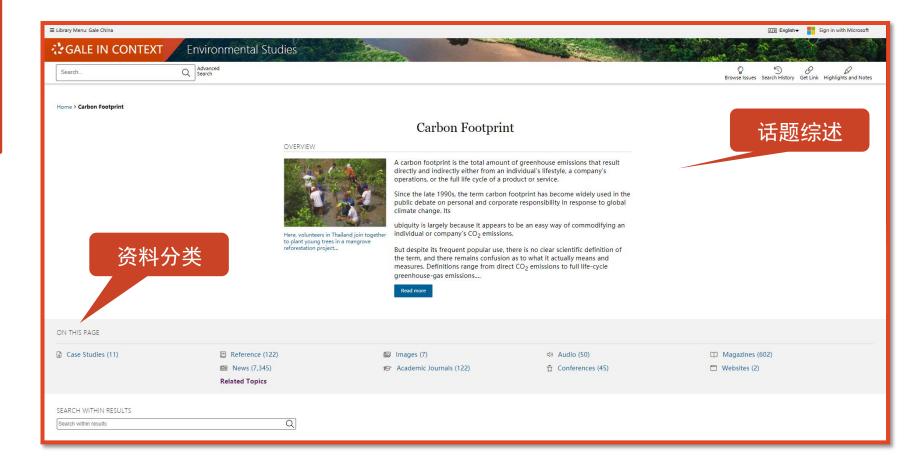
9大类话题/细分超过400个不同主题/更新和新增主题高亮显示





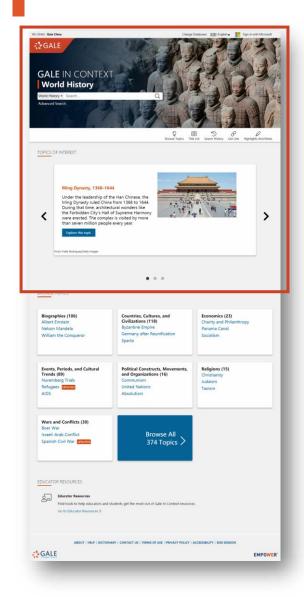
## 主题页面

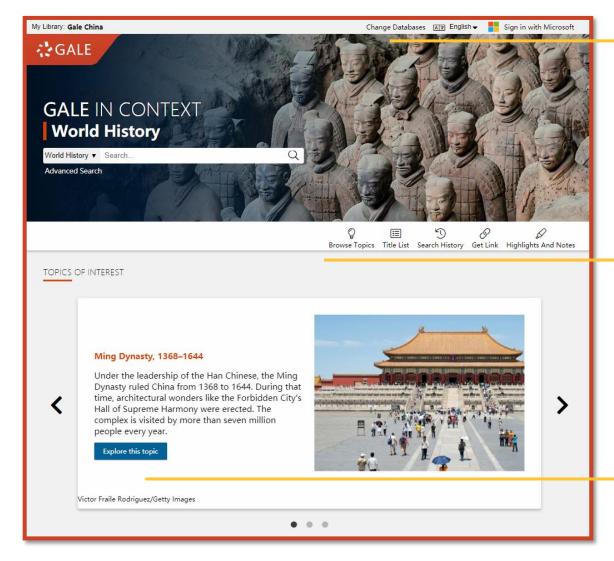






## **Gale In Context: World History**





操作界面语言翻译

话题浏览 资源列表 检索历史 分享链接 标注与笔记

#### 话题推荐

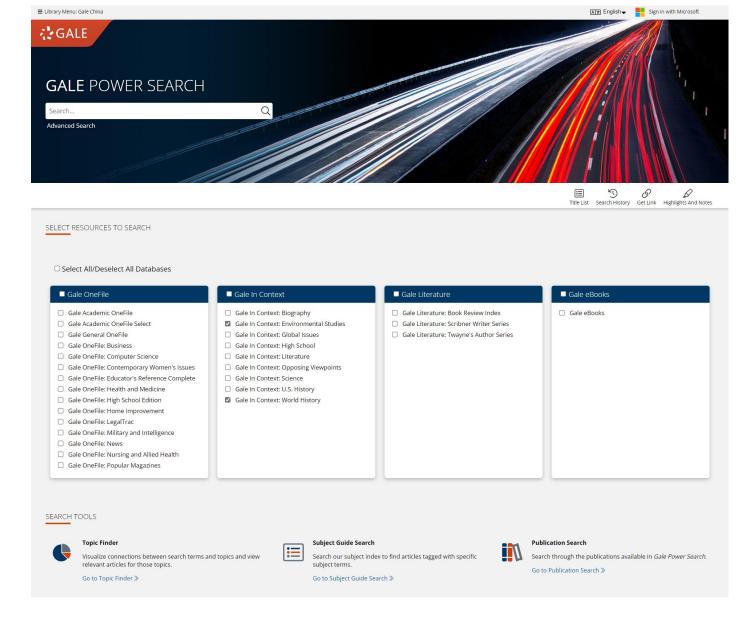
传记 | 国家、文化和文明 | 经济 | 事件、时代和潮流 | 政治、运动和组织 | 宗教 | 战争和冲突



## **Power Search**

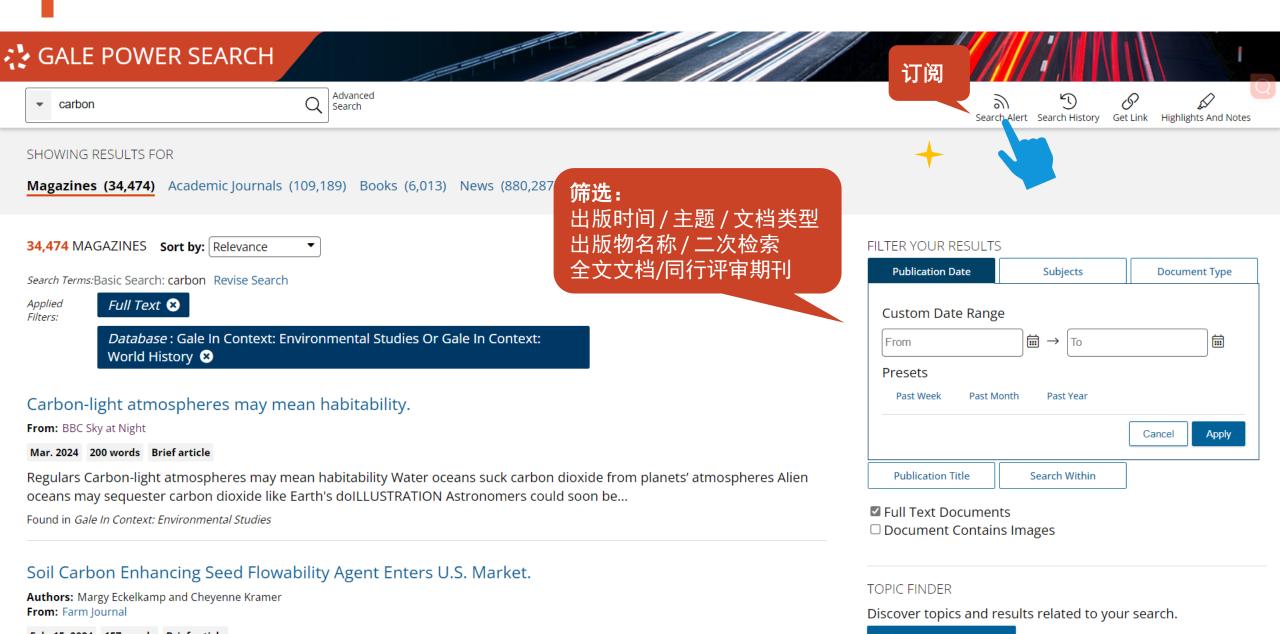
## 更多的资源选择

- Gale In Context资源中心数据库的 "世界史"和"环境研究"作为同一 系列数据库可以实现交叉检索的 统一检索环境
- 通过Power Search 检索平台可以同时 检索两个数据库中的内容





## **Power Search**



## 文章阅读

文章翻译 字体调整 语音朗读

云盘/邮件/下载

关键词解释 可以对文中出现的重 要专有词进行解释

Sidebar: Hide

WORDS TO KNOW

purchased by individuals or groups.

the well-being of Earth itself, on which all life depends.

replenishment would take many millions of years.

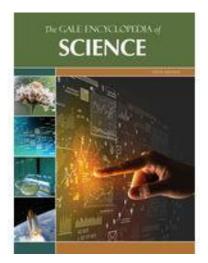


文章基本信息

相关内容推荐 文章目录 相关主题等

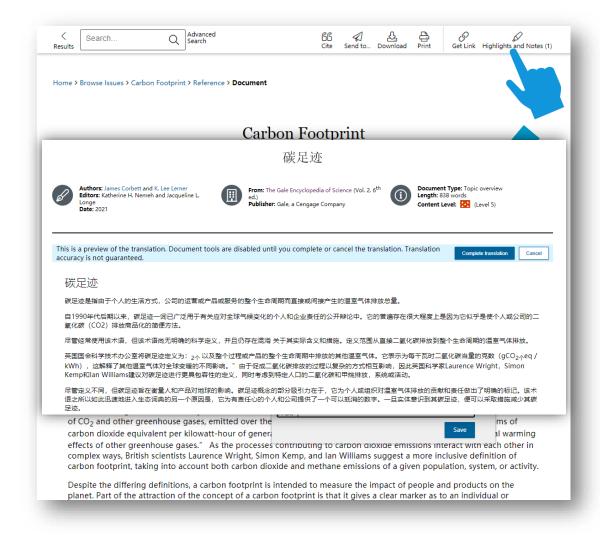


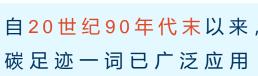
## 阅读工具——笔记标注等





The Gale Encyclopedia of Science, 6th edition



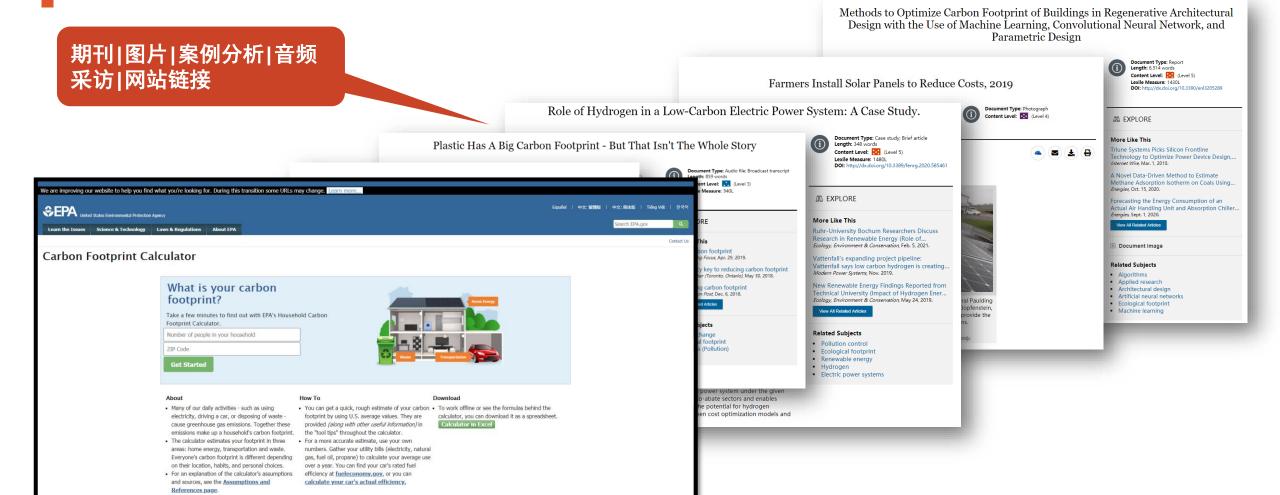


于有关应对全球气候变化的个人和企业责任的 公开讨论中。

它的普遍接受很大程度 上是因为它是一个简单 的商品化方式去描述个 人或公司的二氧化碳 (CO2)排放。

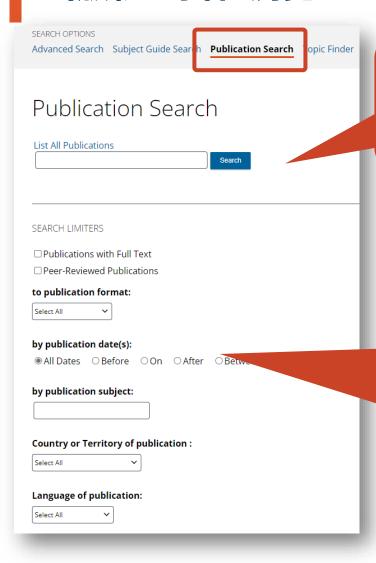


## 丰富的各类资源



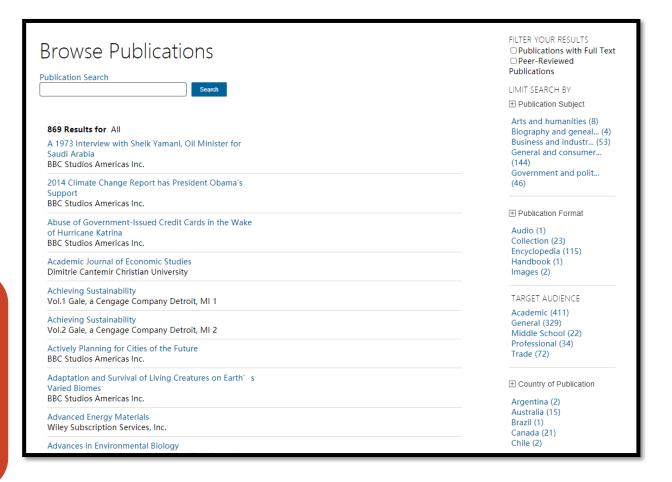


## 出版物查找和浏览



可输入出版物名 称查询或浏览出 版物列表

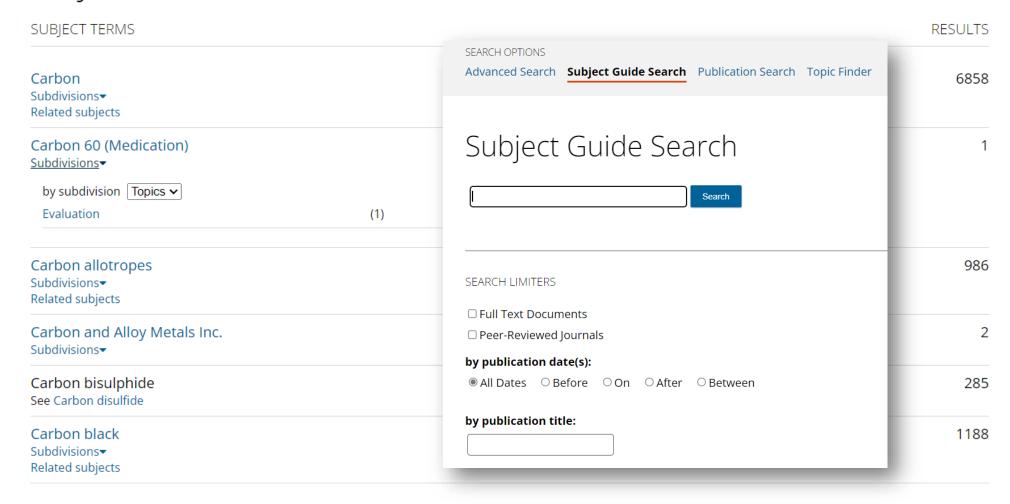
更多筛选条件: 包含全文的文档 同行评审期刊 出版物类型 出版时间 出版国别 出版语言





## 主题导航检索

## Subject Guide Search Results



#### FILTER YOUR RESULTS

☐ Full Text Documents ☐ Peer-Reviewed Journals

# 商业资源检索



# EXPLORE MORE. DO MORE. ACHIEVE MORE.

Built on Gale's intuitive and user-friendly platform, Gale Business: Insights features a wide range of tools that empowers research and learning.

Get basic info

on a company

Analyse

the strengths/ weaknesses of that company the company history, position in the market and industry, etc. from balanced

academic

sources

Learn about

Dig deeper

using corporate financials, investment reports, SEC

filings

Compare

and generate charts

Expand research

to periodicals and journals

Place the company in context

using NAICS hierarchy (Industry) and socioeconomic statistics (Country)

行业/市场

企业

研究话题从微观到宏观



#### Company Profiles

Research global public and private entities including leadership, brand, competitor, and revenue information (where publicly available).



#### SWOT Reports and Case Studies

Access/analyse SWOT reports and case studies for corporate analysis and deeper understanding.



#### Gale Reference Titles

Get unbiased/balanced background from Gale's full business catalog, including International Directory of Company Histories, Market Share Reporter, and the industry encyclopedias.



#### Financials, Investment Reports, and SEC Filings

View and download corporate financials and investment reports. Compare multiple financial periods and companies.



#### Interactive Live Charting Tools

Chart comparisons among companies, countries, and industries to view, download, and/ or print for use in reports and presentations.



#### Full-Text Journals & Periodicals

Expand views of current events and academic research through over 6,700 active titles (5,228 full-text), including The Economist, The New York Times, and The Guardian.



#### **Country Profiles**

Read socio-economic context for all 192 UNrecognised nations with narrative and statistical data.



Gather insight

and markets

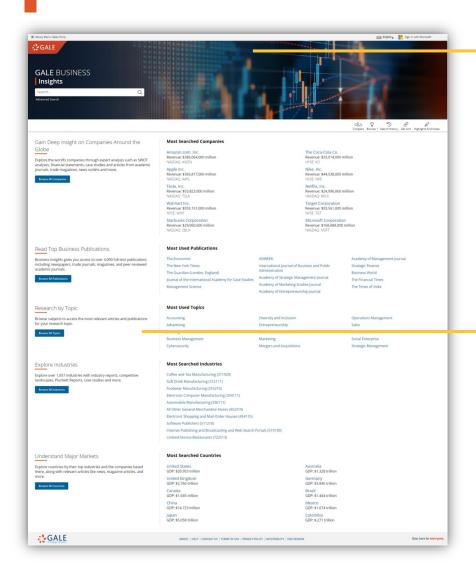
into industries

#### Industry and Market Reports

Gain deeper understanding of global industries and markets through respected sources.



## 更适合商业研究的检索分类



#### 操作界面语言翻译



Industries Countries/Territories Publications Topics Glossary

**Financial Reports** 

Companies

Investment Reports

MarketLine Industry Profiles

5 Compare Browse • Search History Get Link Highlights And Notes

Plunkett Reports

0 4 8

#### Gain Deep Insight on Companies Around the Globe

Explore the world?s companies through expert analysis such as SWOT analyses, financial statements, case studies and articles from academic journals, trade magazines, news outlets and more.

导航栏 企业相关 商业出版 商业话题 行业资讯 市场情况

#### **Most Searched Companies**

#### Amazon.com, Inc. Revenue: \$386,064,000 million

NASDAQ: AMZN

Revenue: \$365,817,000 million NASDAQ: AAPL

#### Tesla, Inc.

Revenue: \$53,823,000 million NASDAQ: TSLA

#### Walmart Inc

Revenue: \$559,151,000 million NYSE: WMT

#### Starbucks Corporation

Revenue: \$29,060,600 million NASDAQ: SBUX

#### The Coca-Cola Co.

Revenue: \$33.014.000 million NYSE: KO

#### Nike, Inc.

Revenue: \$44,538,000 million NYSE: NKE

#### Netflix, Inc.

Revenue: \$24,996,060 milliion NASDAQ: NFLX

#### **Target Corporation**

Revenue: \$93,561,000 million NYSE: TGT

#### Microsoft Corporation

Revenue: \$168,088,000 million NASDAQ: MSFT



## Apple Inc.

#### Company Profile

Website apple.com

\$365,817.0

Social Media

**Employees** 

154,000

**Company Hierarchy** 

18 Subsidiaries

**Company Type** 

Public (AAPL) NASDAQ

Headquarters

Cupertino, CA

**Chief Executive Officer** 

Tim Cook

Country/Territory

USA

Founded

1976

#### Company Overview

Manufacturer of mobile communication and media devices, personal computers, portable, and wearable devices. The company also offers related software, services, accessories, networking solutions, and third-party digital content and applications. It offers various consumer and professional software applications and operating systems. The company's business operations span the United States, Europe, the Middle East, and Asia.

2021 Revenue (US\$ million)

In-depth Articles **Company Details** 

Brands Company History Chronology Leadership

#### **SWOT Analysis**

The primary objective of a SWOT analysis is to help develop a full awareness of all the factors influencing business strategy and decisions.

Read full SWOT analysis

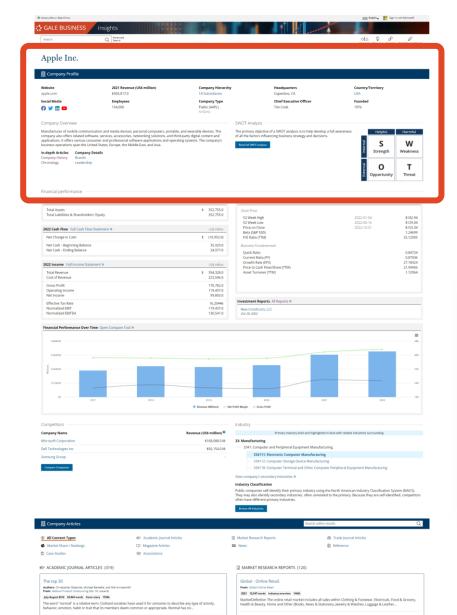
	Helpful	Harmful
Internal	<b>S</b> Strength	<b>W</b> Weakness
External	<b>O</b> Opportunity	<b>T</b> Threat

#### Financial performance

2022 Balance Sheet Full Balance Sheet »	US\$ milli
Total Assets	\$ 352,755
Total Liabilities & Shareholders' Equity	352,755
2022 Cash Flow Full Cash Flow Statement »	US\$ milli
Net Change in Cash	\$ (10,952
	35,929
Net Cash - Beginning Balance	35,323
Net Cash - Beginning Balance Net Cash - Ending Balance	24,977

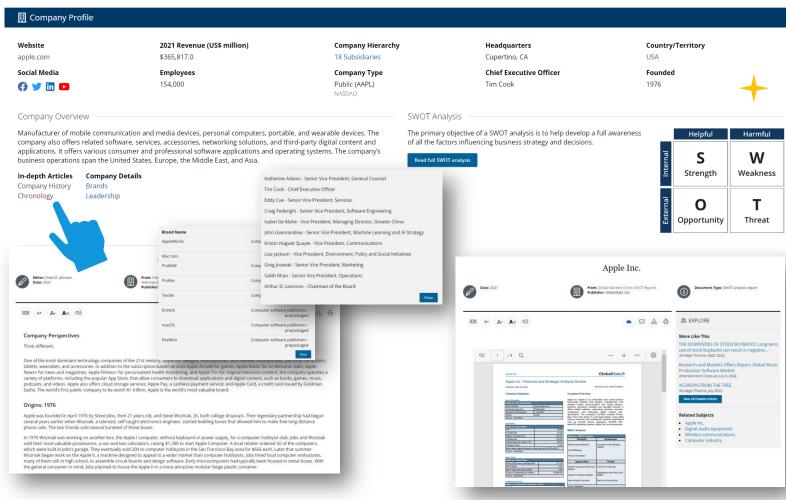
tios All Ratios »		US
Stock Price		
52 Week High	2022-01-04	\$182.9
52 Week Low	2022-06-16	\$129.0
Price on Close	2022-10-31	\$153.3
Beta (S&P 500)		1.2469
P/E Ratio (TTM)		25.1290
Pusiness Fundamentals		
Quick Ratio		0.8472
Current Ratio (FY)		0.8793
Growth Rate (EPS)		27.1842
Price to Cash Flow/Share (TTM)		21.9945

## 企业信息主页



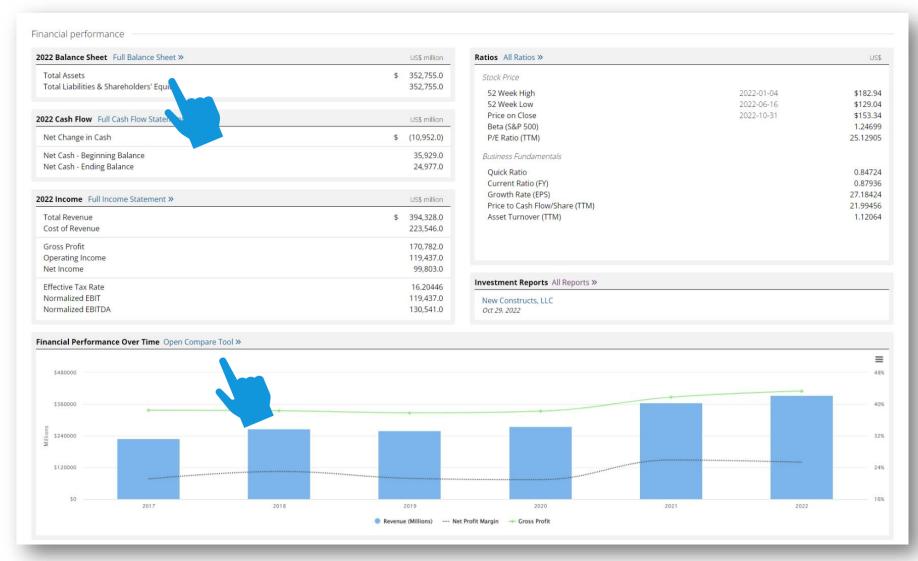
### 企业的基本信息和数据,常用链接,历史介绍,深入文章,还有swot分析

#### Apple Inc.





## 财务数据





## 对比损益表等往期数据

## Apple Inc.

Financial performance

**Balance Sheet** Income Statement Cash Flow Statement Ratios

Investment Reports SEC Filings



#### Balance Sheet

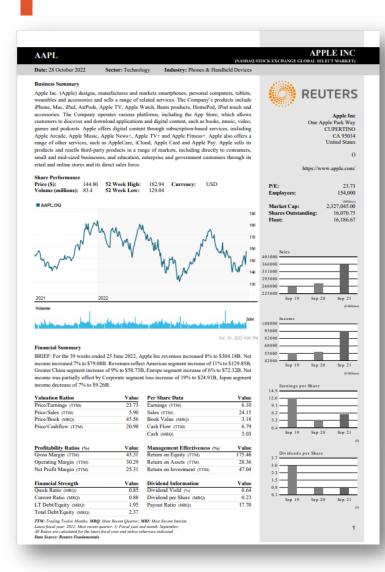
A Balance Sheet is the financial position of a business listing the assets, liabilities, and owner's equity. In other words, the balance sheet illustrates a business's net worth. The assets should always equal the total liabilities plus owners? equity.

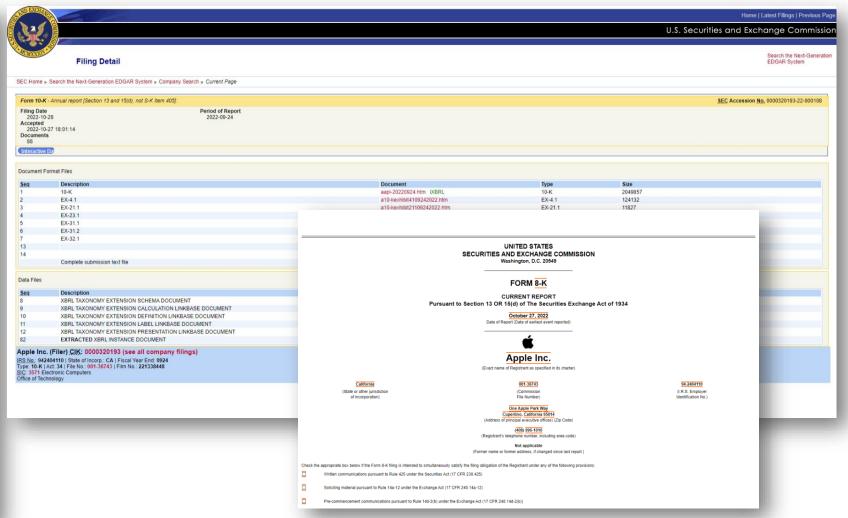
## 对比过去三年的财务数据





## 投资报告







## 竞争对手与行业信息

Company Name Revenue (US\$ million)

Microsoft Corporation \$168,088.0 M

Dell Technologies Inc. \$92,154.0 M

Samsung Group

Compare Companies

334220: Radio and Television Broadcasting and Wireless Communications
Equipment Manufacturing
334290: Other Communications Equipment Manufacturing
334118: Computer Terminal and Other Computer Peripheral Equipment
Manufacturing
423690: Other Electronic Parts and Equipment Merchant Wholesalers
423430: Computer and Computer Peripheral Equipment and Software Merchant

Close

Industry

Primary Industry bold and highlighted in blue with related industries surrounding

#### 33: Manufacturing

3341: Computer and Peripheral Equipment Manufacturing

334111: Electronic Computer Manufacturing

334112: Computer Storage Device Manufacturing

334118: Computer Terminal and Other Computer Peripheral Equipment Manufacturing

View company's secondary industries »

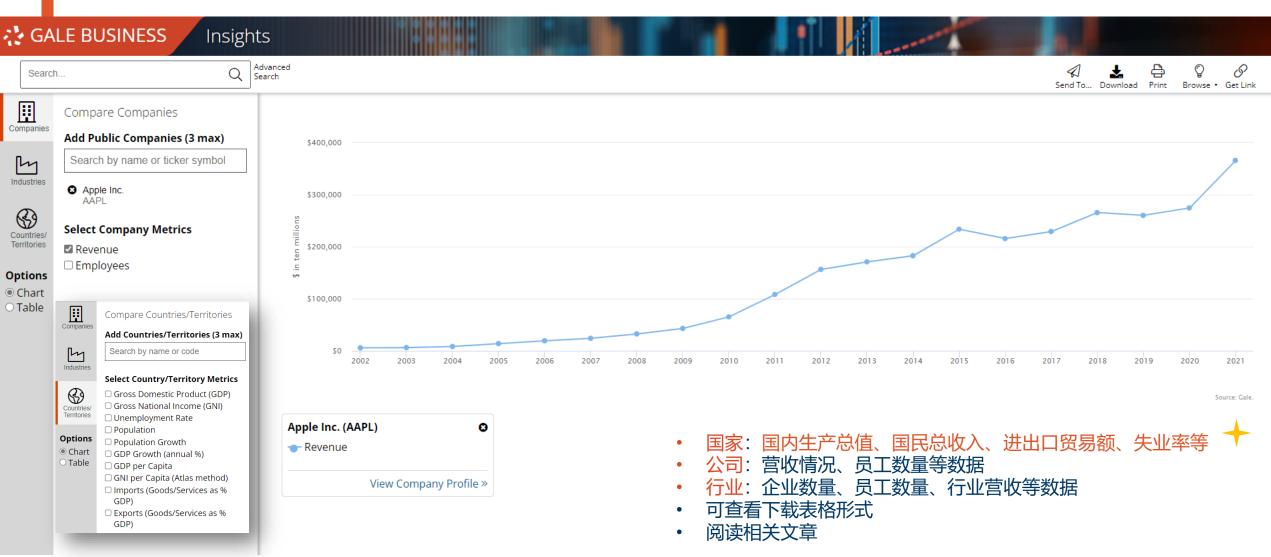
#### **Industry Classification**

Public companies self-identify their primary patry using the North American Industry Classification System (NAICS). They may also identify secondary industries, often unrelated to the primary. Because they are self-identified, competitors often have different primary industries.

Browse All Industries



## 互动图表





## 数据库回顾

## 四个系列八个数据库

- · 历史一次文献——十八世纪作品在线
- · 文学系列数据库——Gale文学资源中心(LRC)/

文学资料大全/

Scribner作家系列电子书/

Twayne作者系列电子书

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