

NEW!

The Columbia Encyclopedia



Where you go when need to know

The *Columbia Encyclopedia* is unmatched in its scope and reputation for accuracy and authority. Now the newest edition of this cultural landmark, first published in 1935, is available from the Gale Group, fully updated and revised by a team of specialists under the guidance of Columbia University Press.

Answer almost any question imaginable

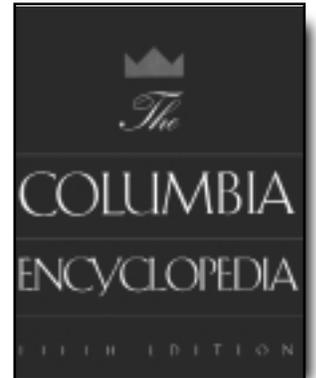
This important reference delivers authoritative factual information that goes beyond “just the facts” to offer enlightenment and knowledge. With this momentous and monumental sixth edition, *The Columbia Encyclopedia* carries on its long-standing tradition as the best one-volume Encyclopedia in any language. Prepared under the direction of six distinguished consultants who are leaders in their respective fields working with more than a hundred specialist advisors and a professional editorial team, *The Columbia Encyclopedia* offers more information in one volume than most multivolume encyclopedias. The new Sixth edition includes:

- More than 50,000 total entries
- More than 65,000 cross references leading directly to discussions of related topics in other entries
- More than 40,000 bibliographical citations suggesting further reading
- And so much more

Quick and easy answers to everyday questions

All entries included in *The Columbia Encyclopedia* are arranged alphabetically with each article heading listed in boldface type. Headings of biographical articles are inverted and alphabetized by the subject's surname, with the exception of articles on some historical figures such as Joan of Arc. An additional aid to the reader is the bibliography that appears at the end of many articles. These books have been selected to encourage the reader to expand his knowledge on a subject that cannot be treated at great length in a short-entry encyclopedia and in most cases, cannot be treated comprehensively in any encyclopedia. For example, at the end of the article on the American author Ralph Waldo Emerson, there appears bibliographic references to his essays and journals, and several studies and biographies that provide direction to researchers looking for additional information on the subject.

6TH ED. ABOUT 3,200 PP.
READY APRIL 2000.
PUBLISHED BY COLUMBIA UNIVERSITY
PRESS. DISTRIBUTED EXCLUSIVELY BY
THE GALE GROUP TO ALL MARKETS
WORLDWIDE EXCEPT NORTH AMERICAN
BOOK CLUBS.
ISBN 0-7876-5015-3
ORDER #GML01200-115162
\$99.95 THROUGH APRIL 1, 2000;
\$125.00 THEREAFTER.



NEW TITLE

“A reference book of an exceptional order. . . Its scope is as wide as the universe.”

—TIMES LITERARY SUPPLEMENT

2,000 years of accumulated knowledge

Between the first edition of *The Columbia Encyclopedia* in 1935 and its second edition in 1950, came the cataclysm of World War II. Between the second edition and the third in 1963, came the Cold War and color television. Between the third edition and the fourth in 1975, humans had walked on the moon and a president of the United States had resigned from office. And in the years during which the fifth edition was being prepared, Communism collapsed in a large part of the world. This was a development of momentous significance for encyclopedists, perhaps as momentous as World War II. Never had it been more difficult to understand the great changes taking place in the world and never had such an understanding been more needed.

As we begin the second millennium, the pace of change and growth of information in our world have increased dramatically. The sixth edition of the *Encyclopedia*, with coverage extending to January 2000, brings you up to date with the subjects that have dominated the headlines and news of the 1990s. New entries are particularly notable in such areas as technology, health, alternative medicine and current affairs. For instance, consider these topics and names that have fixed themselves in our global vocabulary:

- World Wide Web
- E-mail
- Year 2000 problem
- Viagra

- Echinacea
- St.-John's-wort
- Tony Blair
- Slobodan Milosevic
- George Soros
- The Unabomber
- Pete Sampras
- And so much more

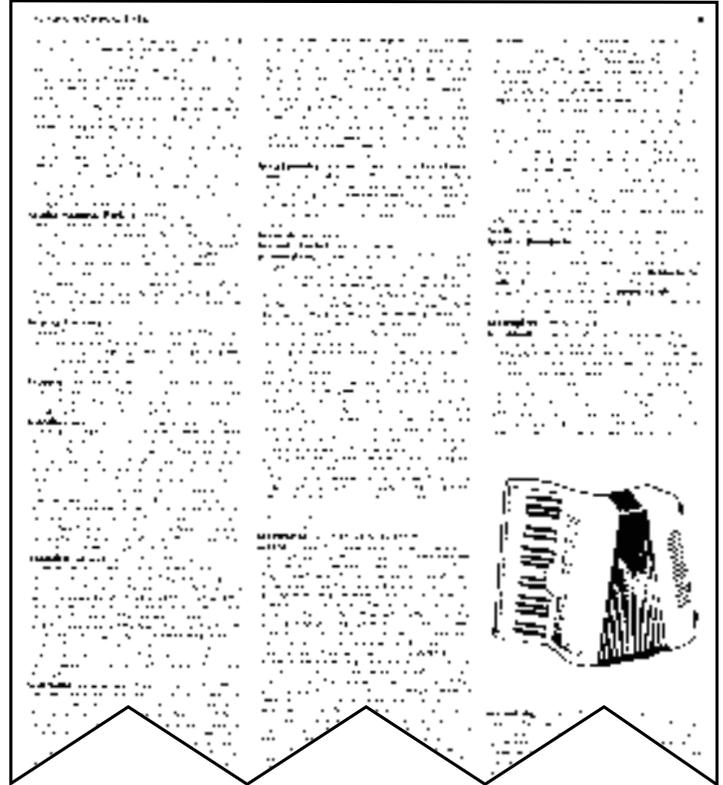
Respected and loved since 1935

Since the publication of the first edition in 1935, the *Encyclopedia* has had an unparalleled place among the great books of the world, featuring unmatched scope and its reputation for accuracy and authority. The sixth edition continues this tradition of excellence, bringing the whole world to your fingertips with its physical, historical, geographical, political, scientific, religious and cultural dimensions between two covers.

The Columbia Encyclopedia answers more than a million questions, but each entry is more than a mere compilation of facts. By addressing queries in their simplest form, the *Encyclopedia* helps to promote understanding of events, science, technology and much more with information that includes:

- Who is Pol Pot?
- Who is Vaclav Havel?
- What is genetic engineering?
- Why does the gluten in wheat allow a cake to rise?
- How does a nuclear reactor work?
- How does photosynthesis work?

- Why was Egypt's President Sadat assassinated?
- Why does Guanzhou have a special place in both Chinese history and international trade?
- What should I know about the country Qatar?
- And so much more



(Actual page size is 9 1/8" x 11")

More than 50,000 entries provide thorough, authoritative coverage ▲

ORDER FORM

BILL TO

Name/Title _____
 Organization _____
 Address _____
 City/State/Prov. _____ ZIP/Postal Code _____
 Phone(____) _____ Fax(____) _____
 Gale Group Account# _____
 E-mail _____

SHIP TO

Name/Title _____
 Organization _____
 Address _____
 City/State/Prov. _____ ZIP/Postal Code _____
 Phone(____) _____ Fax(____) _____
 Gale Group Account# _____
 E-mail _____

Qty	Order No.	Title	Price	S.O.
___	GML01200-115162	<i>The Columbia Encyclopedia</i>	*\$99.95	<input type="checkbox"/>

Approval Policy All Gale Group products are available on an approval or trial basis. Please contact your Gale Group Representative for details.

*Price in effect through April 1, 2000; \$125.00 thereafter.

Standing Orders Most of our print titles are available on Standing Order. For each title placed on Standing Order you automatically receive each new volume or edition upon publication at a 5% discount. Simply check the Standing Order box.

Method of Payment:

Payment enclosed. The Gale Group pays postage and handling.
 I have an established account. Please bill me, including postage and handling.
 P.O.# _____
 (Subject to credit approval. If using your own P.O., please indicate Gale Group Order #GML01200.)

Charge my credit card, plus postage and handling.

VISA MasterCard American Express Discover
 Card# _____ Exp.Date _____

Signature _____

New Customers: Please prepay by credit card or check.

I would like to establish an account with the Gale Group. Please send a credit application.

Phone: 1-800-877-GALE • Fax: 1-800-414-5043
E-mail: galeord@galegroup.com
Gale Group • P.O. Box 9187 • Farmington Hills, MI 48333-9187

Special discounts cannot be combined with any other offer. Prices subject to change without notice. Prices do not include GST or local taxes. Sales tax applicable in Canada and all but the following states: AK, DE, MT, NH and OR. GSA contract #GS-14F-6092A.



Call your Gale Group Representative for more information: 1-800-877-GALE