Market Share Reporter
Now online on Gale Directory Library

Market Share Reporter 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 Market Share Reporter includes more than 2,000 entries on a wide range of topics, from global positioning systems to laboratory equipment. Multiple editions are available by standing order, ensuring access to the most up-to-date information as well as historical data.

Entries typically include: a description (e.g., “Best Selling Digital Music Genres”); a summary of the size of the market; a breakdown of market share by percentage; complete source citation; subject categories; SIC and NAICS code(s). Historical data allows researchers to quickly track market trends over time, providing invaluable insight into virtually any industry.

Real-world users might include:

- 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
- And many others

Please contact your Gale Representative.
In the U.S. and Canada: 1-800-877-GALE or visit www.gale.com/DirectoryLibrary.
Outside the U.S. and Canada: Visit www.gale.com/world for a list of Distributors and Sales Offices.

ABOUT GALE DIRECTORY LIBRARY

With Gale Directory Library, researchers can use state-of-the-art functionality to perform a range of data sorting, filtering and exporting. These innovative features, unlike anything seen previously from our directories, make Gale Directory Library the essential tool for research.

■ Find contacts — Finding a company, person, publication (or other kind of entity) is easy. Basic search lets users quickly look up names, search by keyword, and browse the full text of your directory holdings.
■ Generate lists, analyze trends — Export search results and use them in programs like Excel or Word, making the creation of mailing lists a snap.
■ Cross-searchable — Search across our growing number of directory titles. Each directory can be searched individually by its own unique data fields, or search the entire directory collection.

Additional benefits of Gale Directory Library:

■ Use it like a database; buy and own it like a book collection
■ State-of-the-art search, sort and export features
■ Available 24/7 from any Internet-connected computer
■ Choose the directory titles you want, and own the data
■ Print, e-mail or download individual entries
■ Entries include hot-linked Web sites and e-mail addresses (when available)
■ Export results to analyze data or generate mailing lists
■ Includes more data than print version, when appropriate
■ Marked items lists let you select entries to generate custom results
■ Available backfiles provide historical data
■ Growing list of available directories

© 2008 Gale is a registered trademark used herein under license. GML14809r DJ/MS 11/08