Gale Business Insights Global: Company, Industry & News Research

1. Navigate from http://wcl.library.tamu.edu → Business Starting Points → Business Database List → Gale Business Insights: Global (Use CTRL+F if you can’t find it on the page)

2. Search for a company or company ticker and explore the “company histories” link.
   a. What year was your company founded?
   b. What is the source and date of this information?

3. Search for the company again or back out to the results. Explore the “Financials” link
   a. Update the view of the income statement to include a period of 3 years. What has happened to sales over the past 3 years? Where does this data come from?
   b. Select the radio button “compare to major competitors”. Who had more revenue in 2015?
   c. Select the ratio tab and do the same comparison. What ratios on this page might be the most helpful to look at?

4. Go back out to the results screen or search for your company again. Explore the “Investment Reports” link.
   a. Based on the reports, how healthy of a business is your company?
   b. If you owned stock in this company, what would you do with it?
   c. Do all the reports have the same opinion and do they change over time?

5. Go back out to the results screen. Click on the “Trade Journals” link
   a. What is an example of a trade journal that has an article about your company in it? Are you able to access it?
   b. Limit your results on the left hand side to “Full Text Only”. What happens? Do any trade journals disappear from the list?

6. Select “All Industries” from the Industry tab and search the NAICS code for your company.
   a. What source does the most recent industry overview come from? What year?
   b. Skim through the industry report. How does the information compare to the investment reports you looked at in Question 4?

6. Select “Market Share Reports” from the drop down Industry tab. Search within the results for your company.
   a. What lists does your company appear in and what information do the lists give you?
5 Minute Presentation

Presentation time! Elect a spokesperson from your group to come up front, demo your database, and give a general overview of what you found. Answer the questions below and feel free to talk about additional details you learned about the database.


2. What was the date range on the information you found? Was the information generally up to date or not so much?

3. Was there any information that you couldn’t find in this database that you expected to?

4. What did you find most useful about this database?

5. How will you use the information from this database in this class?