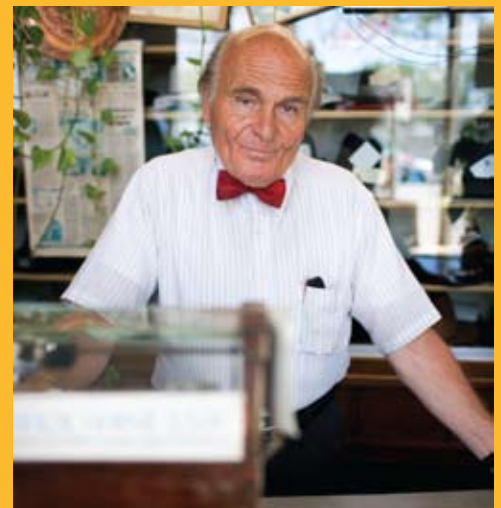




# REACH OUT

with Gale career and business support



1-800-877-GALE  
[www.gale.com](http://www.gale.com)

 GALE  
CENGAGE Learning™

# They're looking to you






# You can look to Gale

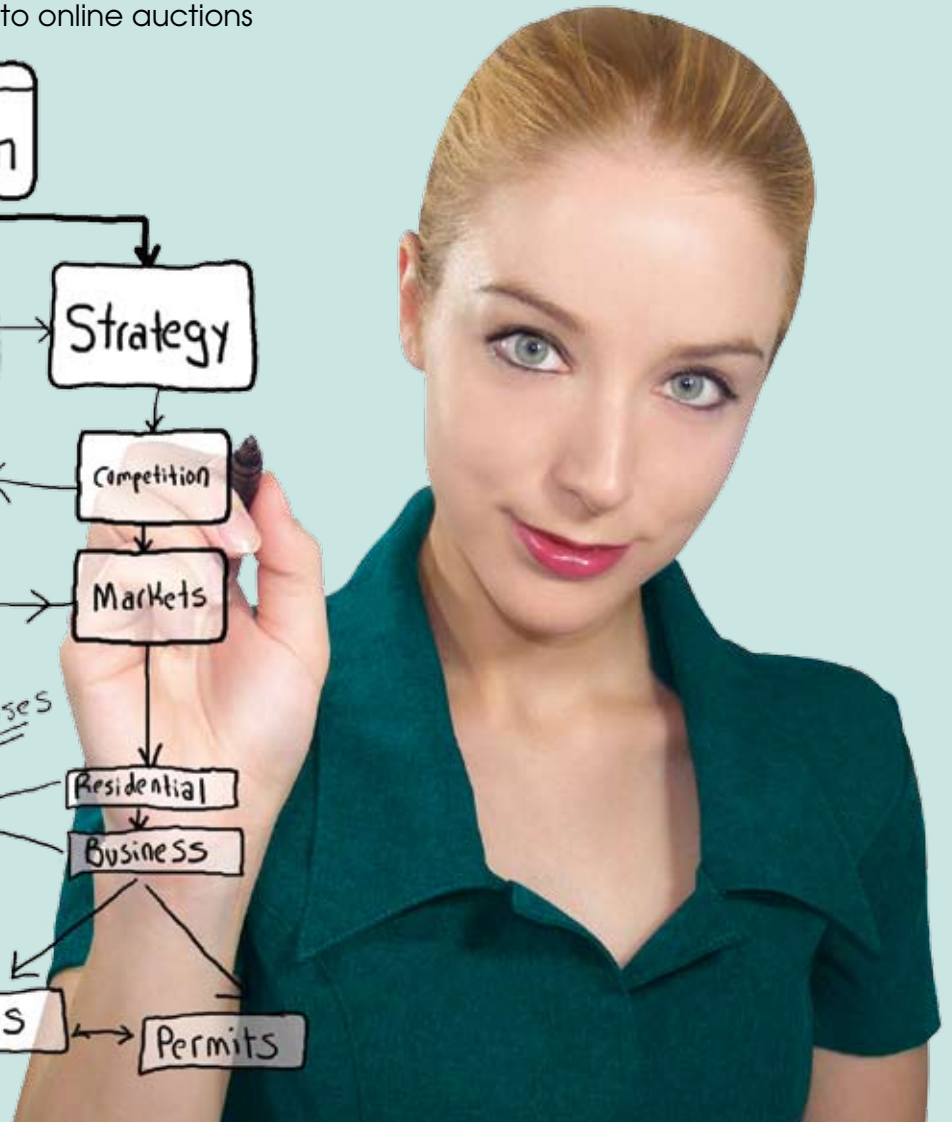
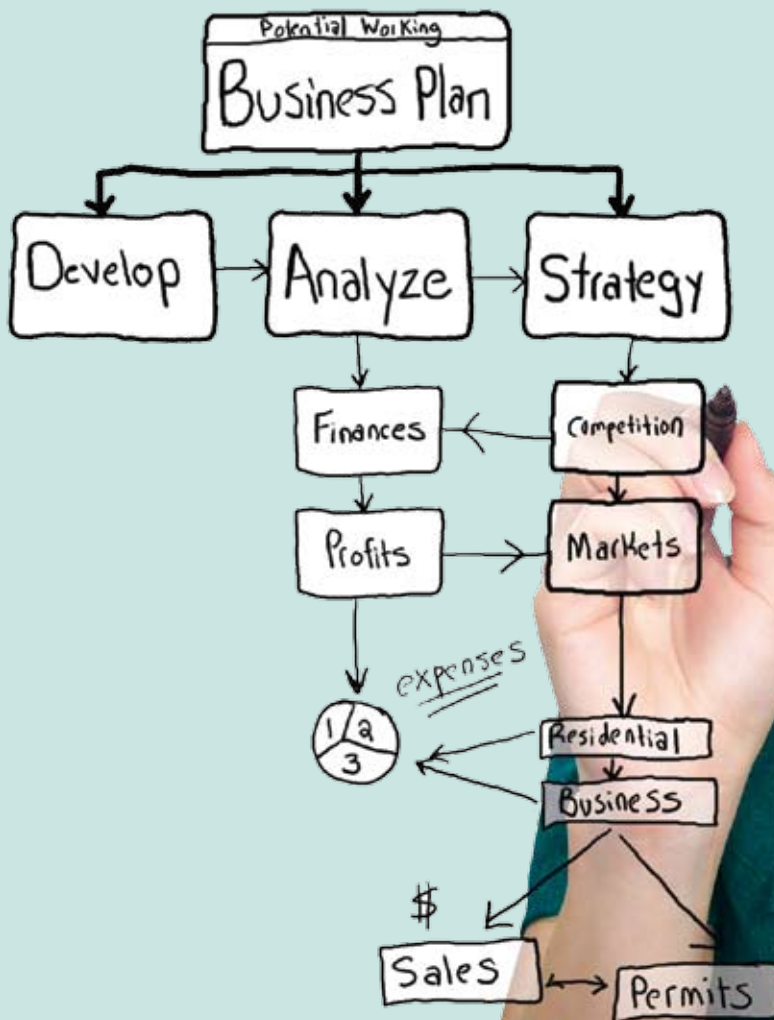
In a challenging economy, people turn to libraries for guidance. When they do, you'll find that Gale can empower your patrons and add value to your library.

Our award-winning career and business resources accommodate your budget considerations while helping users to pursue their goals.

## Together, we can deliver ...

- Jobseeking help with dynamically updated resources like *Testing & Education Reference Center with Career Module*, as well as a wide selection of eDirectories, eBooks and print titles
- Entrepreneurial guidance from *Small Business Resource Center* and *Gale LegalForms*, plus a wealth of other print and eBook options
- Student support with college and funding information from online, eDirectory and eBook resources that offer around-the-clock remote access
- Financial know-how with everything from tax and financial fundamentals to online auctions

-  Look for this symbol to denote online resources.
-  Look for this symbol to denote eDirectory titles available for purchase on *Gale Directory Library*. Visit [www.gale.cengage.com/GDL](http://www.gale.cengage.com/GDL)
-  Look for this symbol to denote titles available as eBooks from *Gale Virtual Reference Library*. Visit [www.gale.com/gvrl](http://www.gale.com/gvrl)
-  Look for this symbol to denote print-only resources.



# SEARCH FOR THE BEST WEBSITE

REACH OUT to  
Job



## With unemployment on the rise...

patrons face stiff competition for virtually every job. You can help people approach employers with increased insight and confidence.



## You can provide:

- Information on employers locally, nationally or globally
- Ways to identify opportunities and business trends
- Help creating or updating a resume
- Guidance on applying for work and interviewing

## Here's how:



### Go online with dynamically updated resources

#### *Testing & Education Reference Center with Career Module*

Gale and Peterson's join forces to offer guidance on careers, resumes, salary negotiation and more.

*Business & Company Resource Center* delivers highly targeted information on companies, associations and industries.

**Testing & Education Reference Center**

### Get A Resume That Gets Results!

Welcome Susan Mueller to your Resume Management Center!  
Here you can build stunning traditional resumes and modern web resumes, update and email your resume with a click of the mouse, and energize your career with the best resume of your life!

| Resume Title                   | Edit | Print | Email | Web | Delete |
|--------------------------------|------|-------|-------|-----|--------|
| Susan Mueller <b>VP Resume</b> |      |       |       |     |        |
| SaraW's New Resume             |      |       |       |     |        |

**KEY:** ✓ - Completed   R - Pending (Required)   O - Pending (Optional)

**Getting Started ...**

- ✓ Resume Title
- ✓ Personal Information
- ✓ Experience Level
- ✓ Background Questionnaire
- ✓ Determining Your Resume's Sections

**Featured Resources**

- High School Center
- Internships 101
- Resume Guide
- Cover Letter Help
- Industry Research
- Job Search Tips
- Interview Prep
- Salary Negotiation
- New Job Guide



Testing & Education Reference Center with Career Module supports the novice and experienced jobseeker alike with its Resume Builder.



**GDL Search, sort and export data with eDirectories from *Gale Directory Library***

*Encyclopedia of Associations* is an award-winning guide to professionals and associations.

*Ward's Business Directory of U.S. Public and Private Companies* provides company information on thousands of organizations.

*Consultants & Consulting Organizations Directory* connects jobseekers with consulting firms in 400 specialties.

*Major Companies of the World Series* locates global organizations by industry sector or region.



**Offer trusted print and eBook titles from *Gale Virtual Reference Library***

*American Salaries and Wages Survey* (print and eBook) covers nearly 2,700 occupations.

*Job Hunter's Sourcebook* (print only) lists help-wanted sources, employment agencies and more.

*International Directory of Company Histories* (print and eBook) details 10,000 of the world's most influential companies.



# START REACH OUT to Business OPEN

## Entrepreneurs are everywhere

Small businesses represent more than 99% of all employer firms. Point current and prospective entrepreneurs to reliable data to increase their chances for success.



### You can provide:

- Data on market trends and demographics
- Mastery of the paperwork involved in business
- Ideas for marketing and advertising
- Hiring and human resource guidance


### Here's how:

 Go online with around-the-clock remote access

*Small Business Resource Center* provides all the tools to start, manage and market a small business.

*Gale LegalForms* and *Gale BusinessForms* deliver "fill in the blank" documents, including bills of sale, LLC, leases, loans and more.

*DemographicsNow* answers compelling questions — from "Who is my customer?" to "Where should I locate?" — with updated site and market data.

 Business plans, directories and overviews from *Small Business Resource Center* deliver industry insight and information. With remote access, data arrives when and where it's needed.



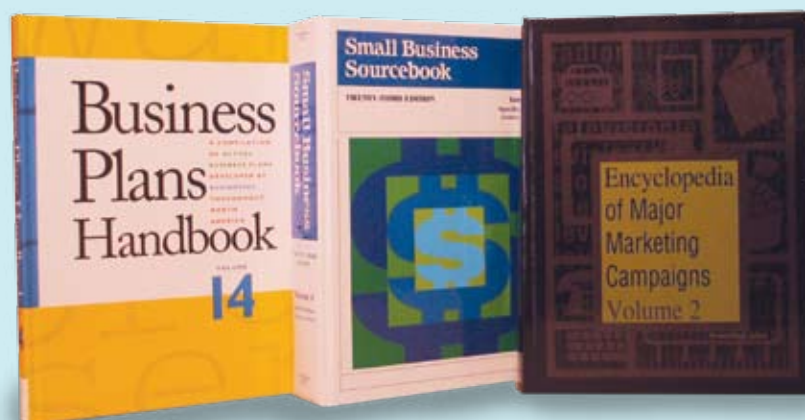
**GDL Search, sort and export data with eDirectories from Gale Directory Library**

*Ward's Business Directory of U.S. Private and Public Companies* (and its Canada/Mexico counterpart) details thousands of hard-to-find companies.

*Major Companies of the World Series* facilitates global research.

*American Wholesalers and Distributors Directory* is a merchandising necessity, covering nearly 29,000 firms.

*Consultants & Consulting Organizations Directory* and *Brands and Their Companies* lets users identify networking opportunities — or prospective competitors.



**e Offer trusted print and eBook titles from Gale Virtual Reference Library**

*Business Plans Handbook* helps users compose a winning business plan by showing actual plans from manufacturing, retail and service industries.

*Small Business Sourcebook* is a great start-up resource, offering profiles and programs.

*Encyclopedia of Major Marketing Campaigns* spotlights innovative and results-driven campaigns.

# STUDENT REACH OUT TO TESTS

## Support returning adults and distance learners

Gale resources deliver timely school assessments, funding information, online test preparation and career guidance.



### You can provide:

- Scholarships and other sources of funding
- Knowledge of training courses, licensure courses and degree programs
- Assessments of schools locally and worldwide
- Ideas for distance learning and other non-traditional curriculum

### Here's how:



**Go online to accommodate the 24-hour student lifestyle**

*Testing & Education Reference Center with Career Module* is a one-stop source to help users locate tuition money and find contacts to universities, trade schools, civil service and licensure exams or degree programs.

The screenshot shows the 'Testing & Education Reference Center' website. The main heading is 'Peterson's Practice Tests for the Accountant/Auditor Test Test 1 - Section 1:'. The interface includes a 'Time: 3:59:19' display, 'Question: 1 of 40', and a 'Next' button. Below the heading, there are directions: 'Directions: Each question has four suggested answers: A, B, C, and D. Decide which one is the answer, choose it by clicking on the corresponding circle, and then click "Submit."'. The question text is: 'For the measurement of net income to be as realistic as possible, it is desirable that revenue recognized at the point that'. The four options are: a. cash is collected from customers, b. an order for merchandise or services is received from a customer, c. a deposit or advance payment is received from a customer, and d. goods are delivered or services are rendered to customers.



*Testing & Education Reference Center* prepares students for success with real-life academic and vocational practice tests, plus links to financial aid resources, school assessments and more.

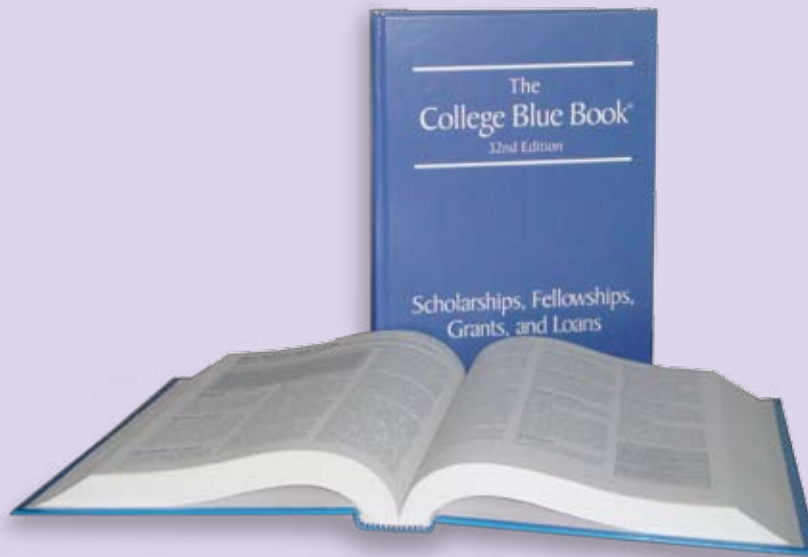






**GDL** Search, sort and export data with eDirectories from *Gale Directory Library*

*Scholarships, Fellowships and Loans*, written especially for students and their families, offers financial aid resources at all levels of study.



**e** Offer trusted print and eBook titles from *Gale Virtual Reference Library*

*The College Blue Book* lists all the degrees offered by thousands of U.S. and Canadian educational institutions.

# KEY WE REACH OUT to YOU MAKERS

## Profit, nest egg or sheer survival

Raising or saving money is top-of-mind for many patrons. You can help assuage anxiety and encourage participation at any level of investment.



### You can provide:

- Help identifying companies to invest in
- Understanding of a volatile stock market
- Programs that help the struggling or insolvent
- Sources of fast cash for rent and other needs

### Here's how:

#### Go online with dynamically updated Gale resources

*Business & Company Resource Center* supports investors with up-to-the-minute stock data, podcasts, SEC filings and head-to-head company comparisons.

*Price It! Antiques & Collectibles* helps users take collectibles and antiques from attic to auction with pricing information for millions of items — ideal for generating cash flow.

#### Search, sort and export data with eDirectories from Gale Directory Library


*Encyclopedia of Associations* delivers background and contact information for thousands of generalist and specialist organizations.

*Consultants & Consulting Organizations Directory* offers contact information to experts in finance, fundraising and more.

#### Offer trusted print titles

*Consumer Sourcebook* identifies 23,000 programs and services available at little or no cost to help patrons save money



 Gale resources like *Price It!* and *Business & Company Resource Center* let libraries offer a wide range of support for patrons during challenging economic times.

# Gale content and choice meet every need



Online



Gale Directory Library

Print and



volumes

## Jobseekers



Testing & Education  
Reference Center  
with Career Module

Business & Company  
Resource Center

Encyclopedia of Associations

Ward's Business Directory  
of U.S. Private and Public  
Companies

Consultants & Consulting  
Organizations Directory

Major Companies of the  
World Series

Job Hunter's Sourcebook  
(print only)

American Salaries and  
Wages Survey

International Directory of  
Company Histories

## Business Owners



Small Business  
Resource Center

Gale LegalForms

Gale BusinessForms

DemographicsNow

Ward's Business Directory  
of U.S. Private and Public  
Companies

Major Companies of the  
World Series

American Wholesalers and  
Distributors Directory

Consultants & Consulting  
Organizations Directory

Brands and Their Companies

Business Plans Handbook

Small Business Sourcebook

Encyclopedia of Major  
Marketing Campaigns

## Students



Testing & Education  
Reference Center  
with Career Module

Scholarships, Fellowships  
& Loans

The College Blue Book

## Money Makers



Business & Company  
Resource Center

Price It! Antiques &  
Collectibles

Encyclopedia of Associations

Consultants & Consulting  
Organizations Directory

Consumer Sourcebook  
(print only)

Some products not available in all markets.

# REACH OUT NOW

Your Gale Representative is ready to work with you to help your patrons facing challenging times. For more information and free trials, call **1-800-877-GALE** today. Also, attend free Webinars at [gale.com/webinars](http://gale.com/webinars).



## Vital resources for volatile times

