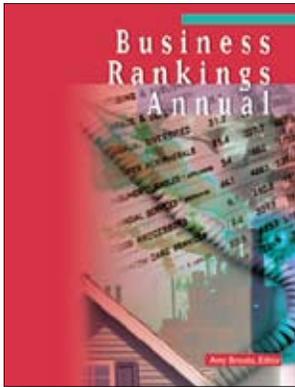


# Business Rankings Annual

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*Business Rankings Annual* provides a unique look at the business world through thousands of business rankings culled from periodicals, newspapers, financial services, directories, statistical annuals and other sources. The “top ten” of each of these rankings appear in each edition, covering a wide range of industries and the most vital, high-interest subject areas. These rankings provide invaluable insight into competitive analysis, diversification planning, market research, economic and policy analysis, and much more.

Each annual edition of *Business Rankings Annual* features 5,000 rankings, approximately 75% of which are continuations from previous rankings, making identifying trends and performing historical analysis easy. 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 descriptive title; criteria for the ranking; total number of items listed; remarks on other relevant data included in the source material; the “top ten” items included in each ranking; a complete citation; and more.

## Real-world users might include:

- Economics students can easily research major trends in new industries
- Business professionals quickly get overviews of major business topics, including historical analysis
- Consultants and investors can instantly access detailed information on performance for specific industries, companies and brands
- And many others

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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 (when available)
- 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