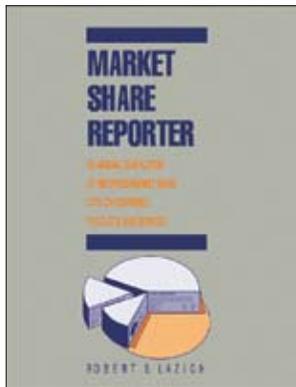# Market Share Reporter
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Market Share Reporter presents comparative business statistics in a clear, straightforward manner, providing a detailed overview of international companies, products and services. Providing comprehensive global coverage, each 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

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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*:

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- 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