

# Gale Group Management Contents®

## FILE DESCRIPTION

**Gale Group Management Contents®** is a specialized database that provides current information on business practices and management techniques from key management journals. The database provides theoretical background and practical how-to approaches to key management disciplines. Management Contents was created to aid businesses, consulting organizations, law firms, educational institutions, government agencies, libraries, and individual in research. Consultants, human resource professionals, educators, and government agencies will find practical techniques, economic theories, and research findings to aid in complex decision-making. The file is updated daily in Gale Group Newsearch, File 211. Records include either informative abstracts or full text, and in some cases, both.

## SUBJECT COVERAGE

**Gale Group Management Contents®** provides broad coverage of the following business and management areas:

- Accounting
- Advertising & Marketing
- Decision Sciences
- Economics
- Finance
- Group & Organizational Theory
- Industrial Relations
- International Business
- Operations Research
- Organizational Behavior
- and Public Relations

## TIPS

### EXPAND JN=

to see what journals are indexed in the file.

### USE /CO OR CO=

to search for companies prominently mentioned in an article.

### USE SC=

to search for industries classified with SIC codes.

### USE /FULLTEXT

to restrict retrieval to fulltext articles.

## DIALOG FILE DATA

Inclusive Dates: September 1986 to the present

Update Frequency: Weekly

File Size: 220,112 records as of June 2008

## CONTACT

Gale Group Management Contents is provided by Thomson Gale. Questions concerning Electronic Search Assistance should be directed to:

Thomson Gale

Electronic Search Assistance

27500 Drake Road

Farmington Hills, MI 48331-3535

Phone: 1-800-877-4253, press 5

E-Mail: [gale.contentQA@thomson.com](mailto:gale.contentQA@thomson.com)

Questions concerning Technical Support should be directed to:

Thomson Gale

Technical Support

27500 Drake Road

Farmington Hills, MI 48331-3535

Phone: 1-800-877-4253, press 4

Fax: 800-676-2345

E-Mail: [gale.technicalsupport@thomson.com](mailto:gale.technicalsupport@thomson.com)

SAMPLE RECORD

DIALOG(R) File 75: Gale Group Management Contents
(c) 1995 The Gale Group. All rts. reserv.

AA= 00017781 SUPPLIER NUMBER: 16097672 (THIS IS THE FULL TEXT)
/TI One tool, used right, many solutions. ( Benchmarking) (Cover Story)
AU= Bergstrom, Robin Yale
JN= Production, v106, n6, p58(1)
PD=, PY= June, 1994
DT=, SN= DOCUMENT TYPE: Cover Story ISSN: 0032-9819
LA= LANGUAGE: ENGLISH
RT= RECORD TYPE: FULLTEXT; ABSTRACT
WD= WORD COUNT: 760 LINE COUNT: 00059

/AB, /XT ABSTRACT: Steve Ward offers some important tips on benchmarking. According to the manufacturing and development systems director for IBM, companies should also consider benchmarking organizations that are involved in businesses that are not similar to theirs. He also cautions benchmarkers against relying solely on process emulation as a possible course of action after benchmarking. He cites partnering of a process and contracting of a service as other avenues that companies may take after benchmarking. Regardless of what action is taken, benchmarkers should be sure that is leads to increased value for them. Lastly, Ward suggests that benchmarking should not used only for continuous-improvement efforts which only strive for minute goals. He says that benchmarking can also be employed for implementing major change processes.

TEXT:
It almost sounds like one of those do-it-yourself, take-home, genius tests: "What do a computer maker and a blood bank have in common?"
The answer: both can learn from benchmarking one another's processes. Both deal with products-- electromechanical devices and blood packets--which must be handled, stored, and shipped. And both products are highly susceptible to very subtle damage. And this sort of benchmarking behavior is anything but aberrant. Other like

/TX "The Japanese term dantotsu, which means striving to be the 'best of the best,' incorporates the essence of the process they use to establish competitive advantage. We Americans have no such word, perhaps because we always assumed we were the best. We cannot assume that anymore."--Robert C. Camp, writing in Benchmarking, The Search for Industry Best Practices tha Lead to Superior Performance (ASQC Quality Press), a book recommended and used by Steve Ward.

COPYRIGHT 1994 Gardner Publications Inc.

FS= FILE SEGMENT: MC File 75
IC=, /IN, IN= INDUSTRY CODES/NAMES: ENG Engineering and Manufacturing
/DE DESCRIPTORS: Benchmarks --Management

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S BENCHMARK?
/AB	AB	Abstract <sup>1</sup>	Word	S DEVELOPMENT(W)SYSTEMS/AB
/CO	CO	Company Name <sup>2</sup>	Word	S LOTUS(W)DEVELOPMENT/CO
/DE	DE	Descriptor <sup>3</sup>	Word & Phrase	S FRINGE(W)BENEFITS/DE S BENCHMARKS(L)MANAGEMENT/DE
/GN	GN	Geographic Name <sup>2</sup>	Word	S EASTERN(N)EUROPE/GN
/IN	IN	Industry Name <sup>2</sup>	Word	S ENGINEERING(1W)MANUFACTURING/IN
/LP	LP	Lead Paragraph <sup>1</sup>	Word	S COMPUTER(W)MAKER/LP
/NM	NM	Named Person <sup>4</sup>	Word	S BARNARD(1N)CHESTER/NM
/TI	TI	Title	Word	S BENCHMARKING/TI
/TX	TX	Text	Word	S BEST(W)PRACTICES/TX
/XF	—	All Basic Index Fields Except Full Text	Word	S BENCHMARK?/XF

<sup>1</sup> The Extract field (/XT) searches both the Abstract and Lead Paragraph fields.

<sup>4</sup> Also searchable using /NA or NA=.

<sup>2</sup> Searchable in the Basic Index and in the Additional Indexes.

<sup>3</sup> Also /DF.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
AA=	AA	Supplier Accession Number	Phrase	S AA=16097672
—	AN	DIALOG Accession Number		
AU=	AU	Author	Phrase	S AU=BERGSTROM, ROBIN YALE
—	CG	Copyright		
CO=	CO	Company Name <sup>2</sup>	Phrase	S CO=CHRYSLER?
DT=	DT	Document Type <sup>6</sup>	Phrase	S DT=COVER STORY
EC=	EC	Event Code <sup>5</sup>	Phrase	S EC=220
EN=	EN	Event Name <sup>5</sup>	Phrase	S EN=STRATEGY & PLANNING
FS=	FS	File Segment	Phrase	S FS=MC FILE 75
GC=	GC	Geographic Code	Phrase & Phrase	S GC=EE S GC=1USA
GN=	GN	Geographic Name <sup>2,5</sup>	Phrase & Phrase	S GN=UNITED STATES S GN=EUROPE, EASTERN
IC=	IC	Industry Code	Phrase	S IC=ENG
IN=	IN	Industry Name <sup>2</sup>	Phrase	S IN="ENGINEERING AND MANUFACTURING"
JN=	JN	Journal Name	Phrase	S JN=PRODUCTION
LA=	LA	Language	Phrase	S LA=ENGLISH
NC=	NC	NAICS Code <sup>5</sup>	Phrase	S NC=513322
NM=	NM	Named Person <sup>2,4</sup>	Phrase	S NM=BARNARD, CHESTER?
PC=	PC	Product Code	Phrase	S PC=5963000
PD=	PD	Publication Date	Phrase	S PD=19940600
PN=	PN	Product Name <sup>2,5</sup>	Phrase	S PN=DIRECT SALES ORGANIZATIONS
PY=	PY	Publication Year	Phrase	S PY=1994
RT=	RT	Record Type	Phrase	S RT=FULLTEXT
SC=	SC	Standard Industrial Classification (SIC) Code	Phrase	S SC=0800
SF=	SF	Special Feature <sup>9</sup>	Phrase	S SF=ILLUSTRATION
SN=	SN	International Standard Serial Number (ISSN)	Phrase	S SN=0032-9819
—	SO	Source Information <sup>8</sup>		
UD=	—	Update	Phrase	S UD=9999
WD=	WD	Word Count	Phrase	S WD=500:1000

<sup>5</sup> Present from 1/99 forward.

<sup>8</sup> Display includes Journal Name, Volume, Issue, Pagination, and Publication Date.

<sup>6</sup> Also searchable using AT=.

<sup>9</sup> Special Feature will cease indexing as of 15 March 2002, but backfile data will remain online.

<sup>7</sup> Also searchable using AV=.

**SPECIAL FEATURES**

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP DUP, HELP CURRENT online.

<b>LIMIT</b>	/ENG -- English-Language Publications /FULLTEXT -- Full-text Article /LONG -- Word Count of 1,000 words or more /SHORT -- Word Count of less than 1,000 words /YYYY -- Publication Year	S S1/ENG S S6/FULLTEXT S S1/LONG S S3/SHORT S S2/1995
<b>SORT</b>	AA, AU, CO, JN, PD, PY, TI	SORT S1/ALL/PD,D PRINT S5/5/1-24/JN
<b>RANK</b>	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked. Other RANK codes include: DE	RANK AU S3
<b>RD, ID</b>	Remove duplicates (RD) or identify duplicates (ID,IDO).	RD S5
<b>CURRENT</b>	Search only the most recent year plus one (CURRENT1) to five (CURRENT5) years.	B 75 CURRENT2

**PREDEFINED FORMAT OPTIONS**

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	Medium	Bibliographic Citation, Word Count, and Indexing
3	Short	Bibliographic Citation and Word Count
4	--	Bibliographic Citation and Abstract
5	--	Full Record except Text
6	--	Title, Publication Date, and Word Count
7	Long	Bibliographic Citation and Text
8	Free	Title, Publication Date, Word Count, and Indexing
9	Full	Full Record
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

**OTHER OUTPUT OPTIONS**

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

<b>USER DEFINED FORMATS</b>	User-defined formats can be specified using the display codes indicated in the Search Options tables.	TYPE S3/CO,PD/1-5
<b>TAG</b>	TAG can be used for tagged fields.	TYPE S3/7/1-10
<b>DIRECT RECORD ACCESS</b>	DIALOG Accession Number	TYPE 00100005/5 DISPLAY 0074483/TI,AB PRINT 0072251/9

**FOR ONLINE HELP:**

See HELP FIELDS 75 for searchable fields; HELP FORMAT 75 for output formats; HELP LIMIT 75 for limits; HELP RATES 75 for cost information; HELP SORT 75 for sorts.