

# Gale Group Trade & Industry Database™

## FILE DESCRIPTION

**Gale Group Trade & Industry Database™** is a multi-industry database covering international company, industry, product, and market information, with strong coverage of areas such as management techniques, financial earnings, economic climate, product evaluations, and executive changes. Unique industry subfiles allow users to narrow or broaden their searches to one or more groups of industry specific publications. Gale Group Trade & Industry Database complements Gale Group PROMT® (File 16) by providing in-depth coverage of over 65 major industries, including full-text coverage of management, economic, and other professional journals. Abstracts are available for some records and the complete text is fully searchable for many records from 1983 to the present.

## SUBJECT COVERAGE

**Gale Group Trade & Industry Database** provides strong international coverage of over 65 major industries, including automotive, defense, chemicals, electronics, advertising, and marketing, retailing, telecommunications, insurance, metals, and oils. In addition to covering information on companies, industries, products, and markets, Gale Group Trade & Industry Database features excellent coverage of:

- Management theory and practice
- Company stock performance
- Professional business activities
- Industry Overviews
- Reviews
- Economic and demographic information
- Financial exchange information
- Biographies
- Company securities transactions
- Product evaluations

## TIPS

### EXPAND JN=

to see a list of journals indexed in the file.

### USE /FULLTEXT

to limit retrieval to fulltext articles.

### USE /CO OR CO=

to find articles focussing on particular companies.

### USE SC=

to find articles focussing on particular industries.

## DIALOG FILE DATA

Inclusive Dates: January 1976 to the present

Update Frequency: Daily

File Size:

Over 21.4 million records as of December 2009

## CONTACT

Gale Group Trade & Industry Database is provided by Gale, a part of Cengage Learning. Questions regarding Electronic Search Assistance should be directed to:

Gale, a part of Cengage Learning

Electronic Search Assistance

27500 Drake Road

Farmington Hills, MI 48331-3535

Phone: 1-800-877-4253, press 5 (USA & Canada)

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

Questions regarding Technical Support should be directed to:

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## SAMPLE RECORD

DIALOG(R) File 148:Gale Group Trade & Industry Database(TM)  
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**AA=** 00369124 SUPPLIER NUMBER: 15860559 (THIS IS THE FULL TEXT)  
**/TI** Europe is for profits, not prestige; most American banks have pulled out of the Continent in a kind of reverse D-Day, leaving the two dozen that remain to focus on specific businesses.

**AU=** Kraus, James R.  
**JN=** American Banker, v159, n209, p4(2)  
**PD=** Oct 28, 1994

**SN=, LA=, RT=** ISSN: 0002-7561 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

**WD=** WORD COUNT: 1255 LINE COUNT: 00117  
**/AB, /XT** ABSTRACT: American Banks that have operations in Europe are focusing on specific areas that they are competitive in. In 1982 as many as 77 American banks were operating in London, England. That number had dwindled to 25 by the end of 1993. Besides the banking operations in London, many American banks had offices in other cities throughout Europe. Those banks that have survived have reduced the size of their staff and closed commercial banking offices. Citicorp, which has the most European branches, even more than it does in the US, continues to expand, but has s gone through a major reorganization effort.

**/LP, /XT, /TX** TEXT:  
 After beating a wholesale retreat from Europe in the "1980s, U.S. banks are back in the market. Only this time, they are taking a far more focused -- and profitable -- approach to doing business. "All major American banks have gone through the same analysis," remarks Herbert E. Aspbury, general manager in charge of European operations at Chemical Banking Corp. in London. "Most have left the scene completely, and the handful that are left are taking a very targeted approach. All major American banks have gone through the same analysis, remarks Herbert E. Aspbury, general manager in charge of European operations at Chemical Banking Corp. in London. "Most have left the scene completely, and the handful that are left are taking a very...  
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**SF=** SPECIAL FEATURES: illustration; photograph  
**FS=** FILE SEGMENT: TI File 148

**/CO, CO=** COMPANY NAMES: Citicorp--Foreign operations  
**IC=, /IN, IN=** INDUSTRY CODES/NAMES: BANK Banking, Finance and Accounting  
**/DE** DESCRIPTORS: Banking industry, American--Foreign operations; Europe--Business and industry

**PC=, /PN, PN=** PRODUCT/INDUSTRY NAMES: 6010000 (Banking Institutions)  
**SC=** SIC CODES: 6000 DEPOSITORY INSTITUTIONS  
**TS=** TICKER SYMBOLS: CCI

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S AMERICAN(W)BANK?
/AB	AB	Abstract <sup>1</sup>	Word	S CITICORP/AB
/CN	CN	Case Name	Word	S AMERICAN(W)BUSINESS(W)SERVICE?/CN
/CO	CO	Company Name <sup>3</sup>	Word	S CITICORP?/CO
/CP	CP	Caption <sup>2</sup>	Word	S PHOTOGRAPH/CP
/DE	DE	Descriptor <sup>5</sup>	Word & Phrase	S EUROPE/DE S BANKING INDUSTRY/DE
/EN	EN	Event Name <sup>3,4</sup>	Word	S JOINT(W)VENTURES/EN
/GN	GN	Geographic Name <sup>3</sup>	Word	S EUROPE/GN
/IN	IN	Industry Name <sup>3</sup>	Word	S BANKING/IN
/LP	LP	Lead Paragraph <sup>1</sup>	Word	S CHEMICAL(W)BANKING/LP
/NM	NM	Named Person <sup>3,6</sup>	Word	S GATES(1N)PHYLLIS/NM
/PN	PN	Product Name <sup>3</sup>	Word	S BANKING(W)INSTITUTIONS/PN
/ST	ST	Statute Name	Word	S GLASS(W)STEAGALL(W)ACT/ST
/TI	TI	Title	Word	S EUROPE(2W)PROFITS/TI
/TN	TN	Brand Name <sup>3</sup>	Word	S MAESTRO/TN
/TX	TX	Text	Word	S EUROPEAN(W)OPERATION?/TX
/XF	—	All Basic Index Fields Except Full Text	Word	S FOREIGN(W)OPERATIONS/XF

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

<sup>2</sup> Ceased indexing in 1991.

<sup>3</sup> Searchable in the Basic Index and in the Additional Indexes.

<sup>4</sup> Also searchable using /DE.

<sup>5</sup> Also /DF.

<sup>6</sup> Also searchable as /NA.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
AA=	AA	Gale Accession Number	Phrase	S AA=15860559
—	AN	DIALOG Accession Number		
AU=	AU	Author	Phrase	S AU=KRAUS, JAMES?
—	CG	Copyright		
CO=	CO	Company Name <sup>3</sup>	Phrase	S CO=CITICORP?
DT=	DT	Document Type <sup>7</sup>	Phrase	S DT=COMPANY PROFILE
EC=	EC	Event Code <sup>8</sup>	Phrase	S EC=149
EN=	EN	Event Name <sup>8</sup>	Phrase	S EN=JOINT VENTURES
FS=	FS	File Segment	Phrase	S FS=TI FILE 148
GC=	GC	Geographic Code	Phrase	S GC=EWFR
GN=	GN	Geographic Name <sup>3</sup>	Phrase	S GN=EUROPE
IC=	IC	Industry Code	Phrase	S IC=BANK
IN=	IN	Industry Name <sup>3</sup>	Phrase	S IN=BANKING?
JN=	JN	Journal Name	Phrase	S JN=AMERICAN BANKER
LA=	LA	Language	Phrase	S LA=ENGLISH
NC=	NC	NAICS Code <sup>8</sup>	Phrase	S NC=513322
NM=	NM	Named Person <sup>3,9</sup>	Phrase	S NM=AARON, DAVID?
PC=	PC	Product Code	Phrase	S PC=6020400
PD=	PD	Publication Date	Phrase	S PD=19941028
PN=	PN	Product Name <sup>3</sup>	Phrase	S PN=BANKING INSTITUTIONS
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=6000
SF=	SF	Special Feature <sup>12</sup>	Phrase	S SF=ILLUSTRATION
SN=	SN	International Standard Serial Number (ISSN)	Phrase	S SN=0002-7561
—	SO	Source Information <sup>11</sup>		
TN=	TN	Brand Name <sup>3</sup>	Phrase	S TN=MAESTRO?
TS=	TS	Ticker Symbol	Phrase	S TS=CCI
UD=	—	Update	Phrase	S UD=9999
WD=	WD	Word Count	Numeric	S WD=1000:15000

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

<sup>8</sup> Present from 1/99 forward.

<sup>9</sup> Also searchable using NA=.

<sup>10</sup> Also searchable using AV=.

<sup>11</sup> Display includes Journal Name, Volume, Issue, Pagination, and Publication Date.

<sup>12</sup> Special Feature will cease indexing as of 15 March 2002, but backfile data will remain online.

**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 S5/ENG S S4/FULLTEXT S BANKING/FULLTEXT S S2/LONG S S2/SHORT S S2/1993
<b>SORT</b>	AA, AU, CO, JN, PD, PY, TI	PRINT S5/5/1-24/CO
<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 148 CURRENT2

**PREDEFINED FORMAT OPTIONS**

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Bibliographic Citation, Word Count, and Indexing
3	Medium	Bibliographic Citation and Word Count
4	--	Bibliographic Citation and Abstract (when present)
5	--	Full Record except Text
6	Short	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 S2/TI,CO/ALL
<b>TAG</b>	TAG can be used for tagged fields.	TYPE S3/5/1-10 TAG
<b>DIRECT RECORD ACCESS</b>	DIALOG Accession Number	TYPE 00100005/5 DISPLAY 0074483/TI,LP PRINT 50301964/9

**FOR ONLINE HELP:**

See HELP FIELDS 148 for searchable fields; HELP FORMAT 148 for output formats; HELP LIMIT 148 for limits; HELP RATES 148 for cost information; HELP SORT 148 for sorts.