

# Market Share Reporter

## Now online on Gale Directory Library



*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

Please contact your Gale Representative.  
In the U.S. and Canada: 1-800-877-GALE or  
visit [www.gale.com/DirectoryLibrary](http://www.gale.com/DirectoryLibrary).

Outside the U.S. and Canada: Visit [www.gale.com/world](http://www.gale.com/world)  
for a list of Distributors and Sales Offices.

### ABOUT GALE DIRECTORY LIBRARY

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
- 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