

Refresh Your Small Business Outreach and Support with Oregon's Statewide Library Resources

OLA 2023



Oregon Libraries



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AGENDA



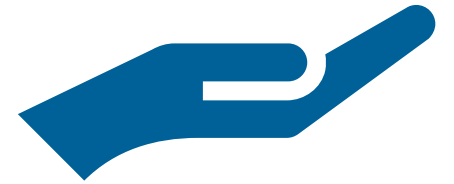
**INTRODUCTION
AND WELCOME**



**WALKTHROUGH
GALE BUSINESS
RESOURCES**



**OUTREACH IN
YOUR COMMUNITY**

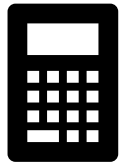


SUPPORT

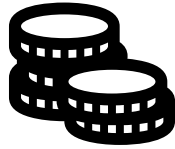


GALE BUSINESS: ENTREPRENEURSHIP

COVERS ALL AREAS OF STARTING AND OPERATING A SMALL BUSINESS



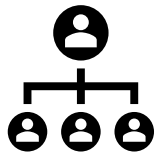
ACCOUNTING



FINANCE



HUMAN RESOURCES



MANAGEMENT



MARKETING



TAX

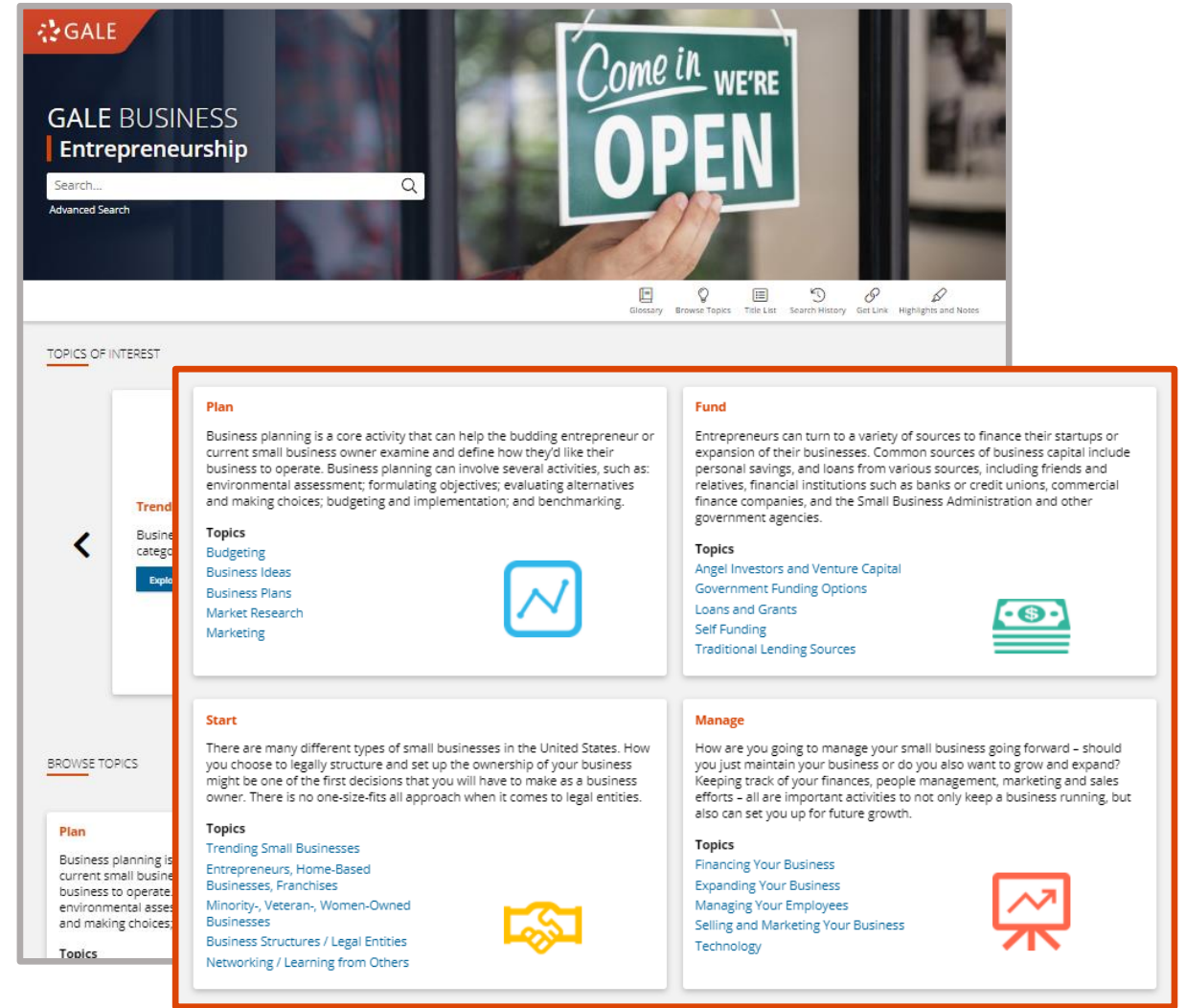


BUSINESS PLANNING



AND MORE

by combining trusted journals, business plans, encyclopedias, and more to support prospective and current entrepreneurs.



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 GALE BUSINESS

ENTREPRENEURSHIP



LET'S TAKE A LOOK!



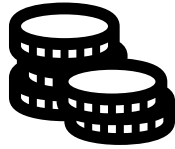
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GALE BUSINESS: INSIGHTS

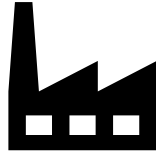
RESEARCH, ANALYZE, INTERPRET, AND UNDERSTAND COMPANIES AND INDUSTRIES



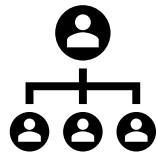
COMPANIES



FINANCE



INDUSTRIES



MANAGEMENT



MARKETING



RANKINGS



AND MORE

With over 450,000 company profiles and in-depth country and industry overviews, *Gale Business: Insights*, provides daily updates to keep up with the ever-changing corporate landscape. Full-text periodicals combined with new and updated content allow researchers to gain a broader understanding of U.S. business and industry.

The screenshot displays the Gale Business Insights interface for 'The Coca-Cola Company'. The top navigation bar includes 'Library Menu: Knibloe Library', 'English', and login options for Google and Microsoft. The main header features the 'GALE BUSINESS Insights' logo and a search bar. The company profile section shows the website 'coca-colacompany.com', 2021 Revenue of \$38,655.0 million, and 79,000 employees. A 'Financial Performance Over Time' chart shows revenue from 2018 to 2021. The 'Company Articles' section is divided into 'ACADEMIC JOURNAL ARTICLES (210)' and 'MARKET RESEARCH REPORTS (1,454)'. The 'MARKET RESEARCH REPORTS' section includes reports on 'Belgium - Soft Drinks', 'Europe - Soft Drinks', and 'Norway - Soft Drinks'. The 'ACADEMIC JOURNAL ARTICLES' section includes articles on 'The real thing': nominal price rigidity of the nickel Coke, 1886-1959 and 'False advertising on enhanced water labels: an analysis of Ackerman v. The Coca-Cola Company'. The 'TRADE JOURNAL ARTICLES (6,824)' section includes 'Coke is Cooking launched by The Coca-Cola Company, ...'. The right sidebar shows an 'Industry Classification' tree for '31: Manufacturing'.

 GALE BUSINESS

INSIGHTS



LET'S TAKE A LOOK!



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STAY INFORMED WITH SEARCH ALERTS IN GALE ONEFILE (PERIODICAL) RESOURCES

The image shows a screenshot of the Gale OneFile search interface. The main search bar contains the text "social media marketing and restaurants". Below the search bar, the results are categorized as "203 MAGAZINES", "Academic Journals (27)", and "News (1,374)". A yellow arrow points from the search results area to a "SEARCH ALERT" dialog box. The dialog box has a title bar "SEARCH ALERT" and a close button. It contains an "Email" icon and a "Where to send the alert" input field. The "Frequency" section has radio buttons for "Daily" (selected), "Weekly", and "Monthly". The "Format" section has radio buttons for "Plain text" (selected) and "HTML". Below this, there is a "Birth Year" input field with "YYYY" as a placeholder. At the bottom, there is a checkbox for "I have read and agree to the Cengage Terms of Use and Privacy Statement" and two buttons: "Cancel" and "Create Alert".

support.gale.com/oregon

Access and Product Info

Access URLs, title lists, MARC records, database icons, widgets, contact us

Training Center

Tip sheets, tutorials, resource guides, recorded webinars, training decks, lesson plans, scavenger hunts

Marketing Materials

Bookmarks, posters, digital assets, e-mail templates, communication templates, social media posts

GALE BUSINESS: INSIGHTS
Gale Business: Insights transforms business research with interactive tools and in-depth analysis of the history, performance, and opportunities of thousands of companies and industries. You'll find trusted information from premium sources including market research, investment and financial reports, and articles from top magazines and industry journals.

GALE BUSINESS Insights

Gain Deep Insight on Companies Around the Globe

Explore the world's companies through expert analysis such as SWOT analyses, financial statements, case studies and articles from academic journals, trade magazines, news outlets and more.

Most Searched Companies

Amazon.com, Inc. Revenue: \$386,064,000 million NASDAQ: AMZN	The Coca-Cola Co. Revenue: \$33,914,000 million NYSE: KO
Apple Inc. Revenue: \$365,817,000 million NASDAQ: AAPL	Nike, Inc. Revenue: \$44,538,000 million NYSE: NKE
Tesla, Inc. Revenue: \$53,823,000 million NASDAQ: TSLA	Netflix, Inc. Revenue: \$24,996,000 million NASDAQ: NFLX

COMPANIES
Search and Browse for over 420,000 companies based on company type, industry, revenue and more. Company financial information, SWOT analyses, and histories provide a more holistic view.

COUNTRY & MARKET
Build and understand industries and markets across the world with demographic and financial information, background news/magazine content

SEARCH WITHIN RESULTS

Search within results

BUSINESS PLANS (908)

Currency Trading: Fundex Currency Trading Co. Inc.
Authors: Gerald Reive and Elisha Violet Reive
From: Business Plans Handbook (Vol. 17.)
2010 3,886 words Topic overview, Business plan
Fundex Currency Trading Co. Inc. is a trading company in the market of currency trading. This is a very complicated market that requires a lot of people skills, and great customer acquisition...

Specialty Food Manufacturer: TOFU Beanery, LLC
Authors: Don Brown and Lisa Golden
From: Business Plans Handbook (Vol. 23.)
2012 3,797 words Topic overview, Business plan
"We let the bean shine through!"—Don Brown, founder of TOFU Beanery TOFU Beanery is excited to bring premium soy foods to the Saint Louis market. The time is right for TOFU Beanery to enter the market as we have...

Explore sample business plans for ideas.

Copy Video Link View Transcript

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A Cengage Company

WRITING A BUSINESS PLAN?

Get inspiration from nearly 1,000 sample plans in Gale Business: Entrepreneurship.

ACCESS NOW

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GALE BUSINESS
ENTREPRENEURSHIP OPEN

Always include your library's web page with information on how to access Gale Business: Entrepreneurship or the access page itself. Shorten links with bit.ly, if needed.

Entrepreneurship Shouldn't Be Scary

"I want to start my own business." A simple sentence that some may find themselves either saying or thinking. Finding resources, acquiring capital, establishing reputable relationships, developing a marketing campaign; it's all a little scary. But, should it be? You can Google to your heart's content, but the question is, what will *really* help you in determining the best strategy to launch your new business idea.

And most importantly, what will help you do it successfully.

Gale, here for **everyone.**





[HTTPS://LIBGUIDES.OSL.STATE.OR.US/SDLP_FAQ/GALE](https://libguides.osl.state.or.us/sdlp_faQ/gale)

- Gale/Cengage
- LearningExpress Library
- PrepSTEP for Academic or High School

Technical Support

Each participating academic, public, tribal or special library has their own account established with Gale/Cengage with a unique Location ID. You can look up your Location ID at the [Oregon Gale Support web site](#), or contact [Arlene Weible](#) (503-378-5020)

If you are from a school library, you can access Gale/Cengage databases through [OSLIS](#). If you need your school's Gale login, or need more assistance, contact [Jen Maurer](#) (971-375-3540)

[Gale's Product Support site](#) provides access your library's direct database URLs, search widgets, logos, MARC records and other tools



Peer-reviewed articles covering all academic disciplines including physical sciences, technology, medicine, social sciences, the arts, theology, literature and other subjects.



Reader's advisory tool that includes plot summaries, reading recommendations for similar titles, and searchable information on genre, characters, subjects, and time period.



Coverage includes accounting, marketing and management, plus business theory and practice.



Business case studies, articles and robust data sets coupled with references and analytic tools.



News and reviews on electronics, engineering, communications and more.



Articles and reference material covering education, child development, best practices and more.



Covers all major areas of starting and operating a business, including financing, market research, tax/accounting, marketing, contracting and more. **(Formerly Small Business Resource Center)**

Training Handout

A handout describing which Gale databases to use when seeking specific information or doing outreach with specific groups.

- [National Webinars](#)

A calendar of upcoming and recorded webinars providing overviews of Gale/Cengage databases and resources.

- [Archived Oregon Webinars](#)

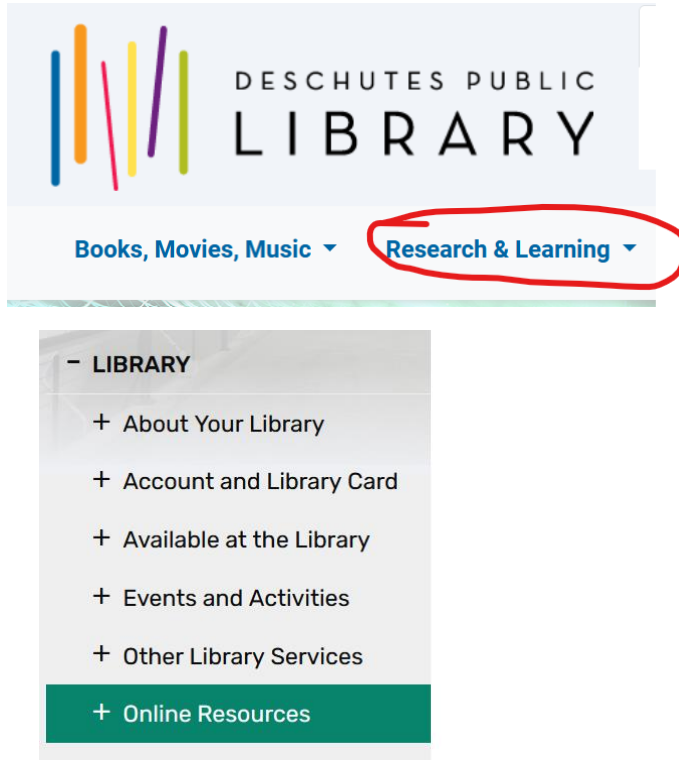
Recorded webinars designed specifically for Oregon library staff or educators and led by Gale trainers or Oregon librarians with innovative ideas for using the Gale databases.

- [Marketing Materials](#)

Access ready-to-use and customizable materials such as bookmarks, flyers, social media posts and more!



Where do I go?



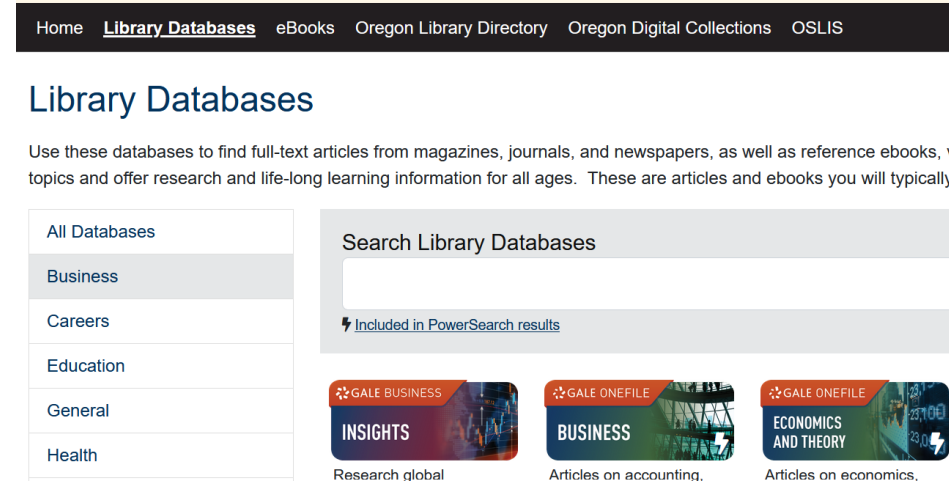
DESCHUTES PUBLIC LIBRARY

Books, Movies, Music ▾ **Research & Learning ▾**

- LIBRARY
 - + About Your Library
 - + Account and Library Card
 - + Available at the Library
 - + Events and Activities
 - + Other Library Services
 - + Online Resources

Your Library's Web site

Libraries of Oregon



Home Library Databases eBooks Oregon Library Directory Oregon Digital Collections OS LIS

Library Databases

Use these databases to find full-text articles from magazines, journals, and newspapers, as well as reference ebooks, via topics and offer research and life-long learning information for all ages. These are articles and ebooks you will typically r

All Databases
Business
Careers
Education
General
Health

Search Library Databases

Included in PowerSearch results

- GALE BUSINESS INSIGHTS: Research global
- GALE ONEFILE BUSINESS: Articles on accounting.
- GALE ONEFILE ECONOMICS AND THEORY: Articles on economics.

Libraries of Oregon
<https://librariesoforegon.org>

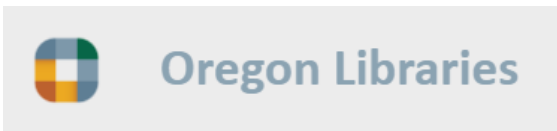


OS LIS Oregon School Library Information System

Learn to Research. Research to Learn.

Learn to Research Find Information Cite My Sources

OS LIS
<https://oslis.org>



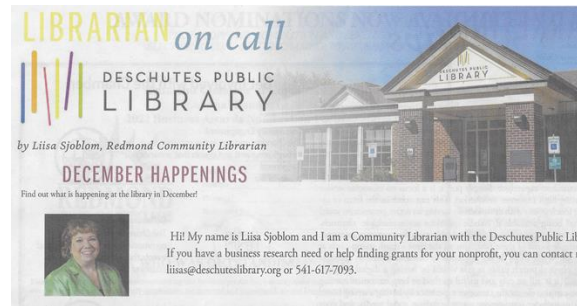
GETTING THE WORD OUT

- Community Engagement
- Asset-Mapping
- Relationship Building



GETTING THE WORD OUT

- Business Newsletter
- Best of Biz Booklist
- Chamber Newsletter
- SCORE Workshops
- Book Reviews



Welcome to the Deschutes Public Library's business newsletter. As our region has grown, so has the business community, with more business start-ups per capita than anywhere else in Oregon. This quarterly newsletter features business resources and services available at your library and beyond. Discover new books and online resources from the library, plus other information about library partners and featured websites. If you know of anyone who might be interested, please share and [encourage them to subscribe](#).



THANK YOU!



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