



eBooks from Thomson Gale!

*The Gale Virtual Reference Library
(GVRL): Gale's eBook platform*

Thomson Learning - Thomson Gale

- **Library publishers for many centuries**
- **Serve library community in most countries of the world**
- **Online Databases**
- **Journal subscriptions**
- **Digital Collections**
- **Microfilm editions**
- **Book versions**
- **Ebook offerings**

What is an eBook?



Isn't progress wonderful? This new portable e-book reader is so light in weight

Quelle: Ariadne Cartoon, Ariadne Issue 30
<http://www.ariadne.ac.uk/issue30/cartoon/>

What is an eBook?

- Is it an electronic version of a traditional print book that can be downloaded and read by using a personal computer and/or an eBook reader?
- Is it a way of presenting a collection of information electronically, with the added power of linking documents and collections of documents through hypertext links?
- Is it a small electronic device with a screen which allows you to read an electronic book, perform searches, add notes and make the most of reading text in an electronic environment?
- Is it the combination of software and hardware that processes information and presents it to the user?

The answer is that an eBook is all of the above!

The Gale Virtual Reference Library: Gale's eBook platform

- **First class resources for every academic library and easy to integrate into your library system**
- Gale is taking eBooks to the next level by delivering their award winning reference content in an easy-to-use database format
- Currently more than 1200 titles are available, ranging from Literature to Science, History to Business, Religion to Biography

Your Library...
always open!

Move your reference titles
into circulation with this
powerful combination of
Gale references and
eBook delivery.

Benefits

The Gale Virtual Reference Library

- provides access to Gale's premier and award winning English language content which offers excellent background information for beginning the research process
- supports the development of electronic information literacy within a community of users who may be new to electronic research
- Puts the library's reference content into circulation and saves shelving space

Content

- More than 1200 encyclopedias and almanacs already released
- Continuous simultaneous publication of new content in print and eBook formats
- Content from Gale's various imprints is included:
St. James Press, Macmillan, Scribner, UXL, Schirmer, Graham & Whiteside, InfoPlus, Lucent etc.
- Other 3rd party publishers available:
 - Thomson Course Technology PTR
 - Cambridge University Press
 - M.E. Sharpe
 - Oxford University Press
 - K.G. Saur Verlag
 - Sage and Wiley
 - Springer
 - And more...



Content examples by subject:

Business:

- Encyclopedia of Major Marketing Campaigns
- Encyclopedia of Business & Finance

General Reference:

- Countries and their Cultures
- New Catholic Encyclopedia
- Worldmark Encyclopedia of the Nations

Health / Science:

- Gale Encyclopedia of Medicine
- Gale Encyclopedia of Science
- Grzimek's Animal Life Encyclopedia

Religion:

- Encyclopaedia Judaica, 2nd ed.

Arts & Literature:

- Concise Major 21st Century Writers
- Schirmer Encyclopedia of Film

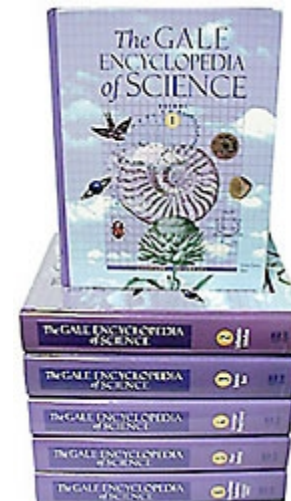
Science & Technology:

Coming soon!

- Gale Encyclopedia of Science
- New Dictionary of Scientific Biography

Full title list at:

<http://www.gale.com/ebooks>



With GVRL you can....

- Access a comprehensive collection of reference materials 24/7
- Unlimited usage
- Search within a single eBook or an entire collection
- Email and print articles from your eBooks
- Save your previous research on an embedded InfoMark to get to the selected eBook

Features

- Powered by InfoTrac - Intuitive interface with familiar functionalities
 - Print or email an entire article, not just a page
 - Mark lists
 - List of sources
 - Search history
 - InfoMarks
 - Usage statistics
- Access from your existing Gale common menu
- Searching across and within the eBook collection
- Link to entries/articles from the Table of Contents or the index
- Browse a list of illustrations
- Access from OPAC via MARC records
- Remote access
- No special readers or hardware required

Search Options

- **Basic Search**
 - Document title
 - Keyword
 - Full text
 - Or...select a publication
- **Limit by...**
 - Publication title
 - Date
 - With images
 - Subject Area
 - Audience
- **Advanced Search**
 - Keyword
 - Document title
 - Image caption
 - Full text
 - Publication title
 - ISBN
 - Author of document
 - Publisher
 - Start page
 - Document number
 - Previous searches

Basic Search Screen

The screenshot shows the Gale Virtual Reference Library interface. At the top left is the THOMSON GALE logo. At the top right is the text 'Gale International'. Below this is a navigation bar with 'Gale Virtual Reference Library' and links for 'Preferences', 'More Databases', and 'Login'. A toolbar contains icons for 'InfoMark', 'Print', 'E-mail', 'Download', 'Marked Items', 'Previous Searches', 'Dictionary', 'Title List', and 'Help'. Below the toolbar are links for 'Basic Search' and 'Advanced Search', and a breadcrumb trail 'Home > Basic Search'. The main content area features a 'Basic Search' section with a search input field, a 'Search' button, and radio buttons for 'Document title', 'Keyword', and 'Full text'. Below this is a list of subject categories with 'View publications' links. On the right side, there are five stacked callout boxes labeled 'Library Bar', 'Title Bar', 'Toolbar', 'Search Bar', and 'Search Pathway'.

A Gale International

B Gale Virtual Reference Library™

C Preferences | More Databases | Login

D InfoMark | Print | E-mail | Download | Marked Items | Previous Searches | Dictionary | Title List | Help

E Basic Search | Advanced Search

Home > Basic Search

Basic Search

Find: **Search**

Search for words in: Document title Keyword Full text

Powered by InfoTrac®

Or select a publication below:

[Show All](#) | [Hide All](#)

Arts	View publications
Business	View publications
Environment	View publications
History	View publications
Information and Publishing	View publications
Literature	View publications
Medicine	View publications
Nation and World	View publications
Science	View publications
Social Science	View publications

Library Bar

Title Bar

Toolbar

Search Bar

Search Pathway

Basic Search

- Select from three search options
- Or select a publication – and make a search within
- Or show all titles by subject

Basic Search

Find:

Search for words in: Document title Keyword Full text

Powered by InfoTrac®

Or select a publication below:

[Show All](#) | [Hide All](#)

Arts	View publications Arts and Humanities Through the Eras 5v, 2005 Contemporary Fashion 2nd ed., 2002
Business	View publications Encyclopedia of Business and Finance 2v, 2001 Gale Encyclopedia of E-Commerce 2v, 2002
Environment	View publications Pollution A to Z 2v, 2004
History	View publications Encyclopedia of Clothing and Fashion 3v, 2005 Encyclopedia of Food and Culture 3v, 2003 History Behind the Headlines: The Origins of Conflicts Worldwide 6v, 2001 New Dictionary of the History of Ideas 6v, 2005
Information and Publishing	View publications World Press Encyclopedia 2nd ed., 2v, 2003
Literature	View publications Nonfiction Classics for Students 5v, 2001
Medicine	View publications Nutrition and Well-Being A to Z 2v, 2004
Nation and World	View publications Countries and Their Cultures 4v, 2001 Worldmark Encyclopedia of the Nations 11th ed., 6v, 2004
Science	View publications Gale Encyclopedia of Science 3rd ed., 6v, 2004 Science of Everyday Things 4v, 2002

Basic Search

- Three search options
- Enter search term
- View results
- Sort results ?
- Expand or limit search from results page?

The screenshot displays the search interface for the Thomson Gale Virtual Reference Library. It is divided into two main sections: the top section shows the initial search results, and the bottom section shows the expanded filtering options.

Top Section:

- Quick Search:** A yellow box containing a search input field labeled "Find:" and a blue "SEARCH" button.
- Results:** "Results for Basic Search: (TI (advertising))".
- Reference:** A blue header bar with a red box around the "Expand/Limit" link.
- Sort by:** A dropdown menu currently set to "Relevance". A red box highlights "Document Title" and "Publication Title" with a red arrow pointing to the "Sort by" dropdown.
- Navigation:** "Mark All", "Previous", "Results 1 - 8 of 8 most relevant GO", and "Next" buttons.

Bottom Section:

- Reference:** A blue header bar with a red box around the "Hide Expand/Limit" link.
- Sort by:** A dropdown menu set to "Document Title".
- Expand/limit the current results:** A section with a red border containing:
 - to document with images:
 - by publication date(s): Radio buttons for "All Dates", "Before", "On", "After", and "Between". Below are three dropdown menus, each set to "*None*", and the word "and".
 - by publication title: An input field and a "Browse Publication Titles" link.
 - A blue "GO" button.
- Navigation:** "Previous", "Results 1 - 8 of 8 GO", and "Next" buttons.

Results - Article/Entry

- Hit term highlighting
- Images
- Web links
- Link to related index terms in this eBook title

View other articles linked to these index terms:

Page locators that refer to this article are not hyper-linked.

Ad Council,1: 26, 1: 27
Advertising agencies,1: 24-27
Advertising slogans,1: 26
American Association for Advertising Agencies (AAAA),1: 24
Babyboomers,1: 26
Burnett, J.,1: 24
Children's Online Protection Act (COPA) [1998],1: 27
COPA (Children's Online Protection Act) [1998],1: 27
Copywriter,1: 26
Dalrymple, H.,1: 25, 1: 26
Federal Trade Commission (FTC), antitrust legislation enforced by,
business advertising governed by,1: 26
Federal Trade Commission Act (1914),
1: 24, 1: 26, [1: 38](#), [1: 364-365](#), [1: 429](#), [2: 770](#)
Field & Stream magazine,1: 24
FTC v. Winsted Hosiery Company,1: 24
Gilson, C. C.,1: 24, 1: 26
Global economy/globalization,
of advertising agencies,1: 27
Good Housekeeping,
1: 24
Goodrum, C.,1: 25, 1: 26
Government
role in advertising by,1: 27
Internet,
advertising agencies and,1: 27
Loss, M. D.

Results - Document Links

- Click more links from the article / entry page
- View the entry as a PDF
- Click a link for more information on 'how to cite' entries

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GALE

Generate a Citation

Note: Thomson Gale displays available publication data based on current MLA, APA, and NISO standards and guidelines. Instructor for specific bibliographic style preferences required of your written work.

Thomson Gale

WILLIAMS, SCOTT, and JOHN A. SWOPE "Advertising Agencies." *Encyclopedia of Business and Finance*. Ed. Burton S. Kaliski. Vol. 1. New York: Macmillan Reference USA, 2001. 24-28. 2 vols. *Gale Virtual Reference Library*. Thomson Gale. JISC Trial. 17 January 2005 <http://find.galegroup.com/gvrl/infomark.do?&type=retrieve&tabID=T001&prodId=GVRL&docId=CX3402700022&source=gale&userGroupName=jiscebook&version=1.0>.

Export to third party software:

EndNote

ProCite

Reference Manager

Export **Cancel**

Toolbar Options



- InfoMark
- Print
- eMail
- Download
- Mark entries
- View previous searches
- Dictionary
- Title list
- Use 'help'

- [Home Page](#)
- [Using the Banner Bars](#)
 - [Library Bar](#)
 - [Title Bar](#)
 - [Toolbar](#)
 - [Search Path Bar](#)
 - [Breadcrumb Trail](#)
 - [Search Options](#)
 - [Setting Session Preferences](#)
- [Searching](#)
 - [Basic Search](#)
 - [Basic Search by Keyword](#)
 - [Basic Search by Document Title](#)
 - [Basic Search by Full Text](#)
 - [Browsing an eBook](#)
 - [Advanced Search](#)
 - [What is an Advanced Search Index?](#)
 - [Advanced Search Indexes for Gale VI](#)
 - [Using a Browse Page](#)
 - [Advanced Search Examples](#)
 - [CCL Advanced Search](#)
 - [CCL Advanced Search Examples](#)
 - [Previous Searches](#)
 - [Previous Search Result Sets](#)
 - [Building a New Search Using Previous](#)
 - [Using the Dictionary](#)
 - [Selecting Databases to Search](#)
- [Search Tips](#)
 - [Search Results](#)
 - [Limiting Your Search](#)
 - [Documents](#)

Advanced Search Indexes

Here are the [indexes](#) in *Gale Virtual Reference Library* you may use with [Advanced Search](#).










Note that the index and logical operator selections that you see on your screen are only suggestions. Use the drop-down lists if you want to make your own selections. To search on multiple indexes, select a logical operator at the far left to connect each index you're searching. The AND operator is used by default, unless you select OR or NOT. To search more than three indexes, click the **Add a row**> link.

Index	Abbreviation	Description
Keyword	ke	Searches all words (except stop words) in key fields in documents, including author, title, introductory text, and as well as back-of-the-book index terms, and on topics that have been assigned to articles. This option searches a broader range of fields than more specific searches like by document title.
Document Title	ti	The document title index is composed of all words (except stop words) in document titles. The title of an article will generally be the topic of an essay (e.g. person name, name of an organization, etc.), so this is generally a good search to use if you are looking for a particular subject. This is also a good search to use if you only know part of the title you are looking for.
Publication Title	pu	Simply fill in the box with a book title and the application will limit your search to a particular eBook title in your collection. Use this search especially for series titles, such as <i>Contemporary Authors</i> . Combining a publication title index search with another search is the same as limiting that search by publication title.
Image Caption	ic	This search allows you to find documents with a particular photo or image.
Full Text	tx	Full text refers to all words (except stop words) from the body of documents as well as the fields of information included in the keyword search. This is a good search to use if you are looking a particular line of text or an unusual phrase.

The Gale Virtual Reference Library

Advanced Search

- Select indexes to search
- Expand link to get more search options
- Select titles?
- Refine your search results if required

<input type="checkbox"/> Mark	5. Germ Theory . Marc Kusinitz. <i>Gale Encyclopedia of Science</i> . Eds. K. Lee Lerner and Brenda Wilmoth Lerner. Vol. 3. 3rd ed. Detroit: Gale, 2004. p1808-1810. 6 vols.    	Topic Overview
<input type="checkbox"/> Mark	6. Immunology . Kenneth B. Chiacchia. <i>Gale Encyclopedia of Science</i> . Eds. K. Lee Lerner and Brenda Wilmoth Lerner. Vol. 3. 3rd ed. Detroit: Gale, 2004. p2099-2101. 6 vols.    	Topic Overview
<input type="checkbox"/> Mark	7. Microbiology . Susan Rodriguez and Roy Thornton. <i>Encyclopedia of Food and Culture</i> . Ed. Solomon H. Katz. Vol. 2. New York: Charles Scribner's Sons, 2003. p502-507. 3 vols.    	Topic Overview
<input type="checkbox"/> Mark	8. Overview . Rod Phillips. <i>Encyclopedia of Food and Culture</i> . Ed. Solomon H. Katz. Vol. 3. New York: Charles Scribner's Sons, 2003. p544-551. 3 vols.    	Topic Overview 
<input type="checkbox"/> Mark	9. Pasteur, Louis . Alice Arndt. <i>Encyclopedia of Food and Culture</i> . Ed. Solomon H. Katz. Vol. 3. New York: Charles Scribner's Sons, 2003. p52-53. 3 vols.    	Topic Overview
<input type="checkbox"/> Mark	10. Pasteur, Louis . Melissa C. Morris. <i>Nutrition and Well-Being A to Z</i> . Ed. Delores C.S. James. Vol. 2. New York: Macmillan Reference USA, 2004. p132-133. 2 vols.    	Biography 

Advanced Search – Additional Tips

- Search for words 'near to' each other
- Search across titles containing a certain word (rather than selecting a specific title)
- View results – then expand / limit results if required

The screenshot displays the search interface of the Gale Virtual Reference Library. At the top left, there is a yellow 'SEARCH' button. Below it, the 'Reference' tab is active. A red box highlights the 'Hide Expand/Limit' link. The 'Expand/limit the current results:' section includes a checked checkbox and the text 'to document with images:'. Below this, there are radio buttons for 'All Dates', 'Before', 'On', 'After', and 'Between', followed by three dropdown menus set to '*None*'. A 'GO' button is located below the search options. The search results section shows 'Results 1 - 5 of 5' with 'Previous' and 'Next' navigation links. Three results are listed, each with a 'Mark' checkbox and a 'Topic Overview' link. A red arrow points from the 'View results' bullet point in the list to the search results area.

SEARCH

Reference

Hide Expand/Limit

Sort by: Document Title

Expand/limit the current results:

to document with images:

by publication date(s) : All Dates Before On After Between

None *None* *None* and

None *None* *None*

by publication title: [Browse Publication Titles](#)

GO

MarkAll Previous Results 1 - 5 of 5 GO Next

Mark 1. [Narcolepsy](#). *Gale Encyclopedia of Psychology*. Ed. Bonnie Strickland. 2nd ed. Detroit: Gale, 2001. p447. Topic Overview

Mark 2. [Night Terrors](#). *Gale Encyclopedia of Psychology*. Ed. Bonnie Strickland. 2nd ed. Detroit: Gale, 2001. p459. Topic Overview

Mark 3. [Sleep](#). *Gale Encyclopedia of Psychology*. Ed. Bonnie Strickland. 2nd ed. Detroit: Gale, 2001. p593-594. Topic Overview

Quick Search

- Perform a Quick Search from the results page
- Performs a Keyword Search
- Use 'Quick Search' to find additional results (then easily go back to your original results)

The screenshot displays the Gale Virtual Reference Library interface. At the top, the Thomson Gale logo is on the left, and 'Gale International' is on the right. Below the logo, the text 'Gale Virtual Reference Library™' is centered, with 'Preferences | More Databases | Logou' on the right. A navigation bar contains icons for 'InfoMark', 'Print', 'E-mail', 'Download', 'Marked Items', 'Previous Searches', 'Dictionary', 'Title List', and 'Help'. A red star is placed over the 'Previous Searches' link. Below the navigation bar, there are links for 'Basic Search | Advanced Search' and a breadcrumb trail 'Home > Basic Search > Results'. On the left side, a yellow 'Quick Search' box contains a search input field with the text 'vaccine' and a blue 'SEARCH' button. To the right of this box, the text 'Results for Basic Search: (KE (vaccine))' is displayed. The main content area is titled 'Reference' and features a blue header with 'Expand/Limit' and a 'Sort by: Relevance' dropdown menu. Below the header, there is a 'MarkAll' checkbox and a navigation bar with 'Previous', 'Results 1', '- 20 of 25 most relevant', a 'GO' button, and 'Next'. The search results are listed in two entries:

- 1. Smallpox Vaccine.** Brian Hoyle. *Gale Encyclopedia of Science*. Eds. K. Lee Lerner and Brenda Wilmoth Lerner. Vol. 5. 3rd ed. Detroit: Gale, 2004. p3663-3664. 6 vols. 67% vaccine, vaccination, vaccines. Includes icons for document, print, search, and share.
- 2. Poliomyelitis.** Jordan P. Richman. *Gale Encyclopedia of Science*. Eds. K. Lee Lerner and Brenda Wilmoth Lerner. Vol. 5. 3rd ed. Detroit: Gale, 2004. p3166-3170. 6 vols. 67% vaccine, vaccination, vaccines. Includes icons for document, print, search, and share.

InfoMarks: Embed results into library systems

- What is an InfoMark?
 - A stable URL linked to your Thomson Gale database
 - A single-click to any page of search results
- Using an InfoMark performs a search again, whether the result is a single article or a list of articles
- Why use InfoMarks?
 - Save Time
 - Share and update Information
 - Create a search and re-execute it days, weeks or months later
 - Works with both local and remote users



Use InfoMarks to create...

- Reading lists
- Current awareness topic sites - links to periodical or newspaper sources
- Online/distance learning courses
- Bibliographies, reference lists
- e-Learning sites
- Teacher lesson plans
- Student assignments



Key Facts of our Ebook policy

- Our ebooks are for purchase with access to our server
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- with modern search technology through using our server
- Choose the titles yourself
- No pre – selected packages
- No minimum no of titles – create a package yourself
- Unlimited access – support remote access
- Offer a test for 4 or 6 weeks

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