# eBooks from Thomson Gale!

.

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

Paul Fertl
Thomson Gale Munich

May 2007

# Thomson Learning - Thomson Gale

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

# What is an eBook?

Isn't progess 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/

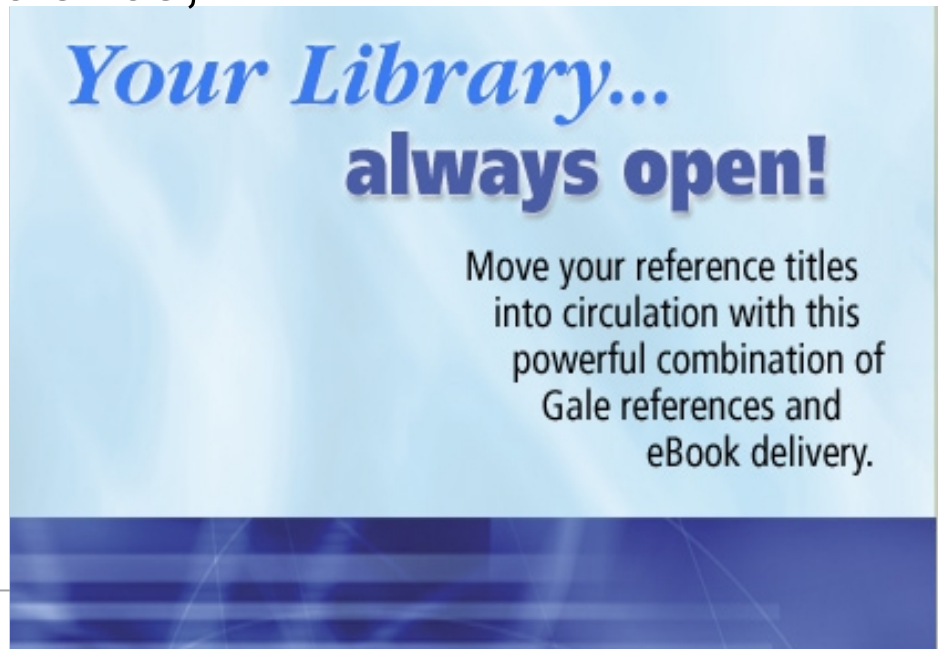
# What is an eBook?

- 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



# 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:

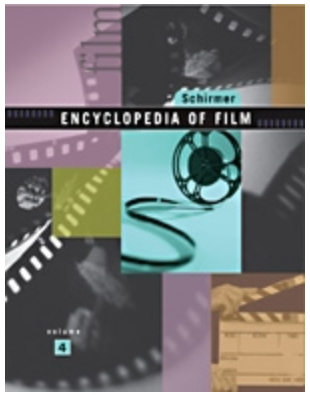
- Concise Major 21st Century Writers
- Schirmer Encyclopedia of Film

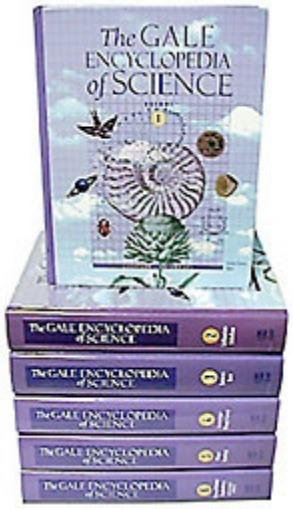
## Science & Technology:

**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

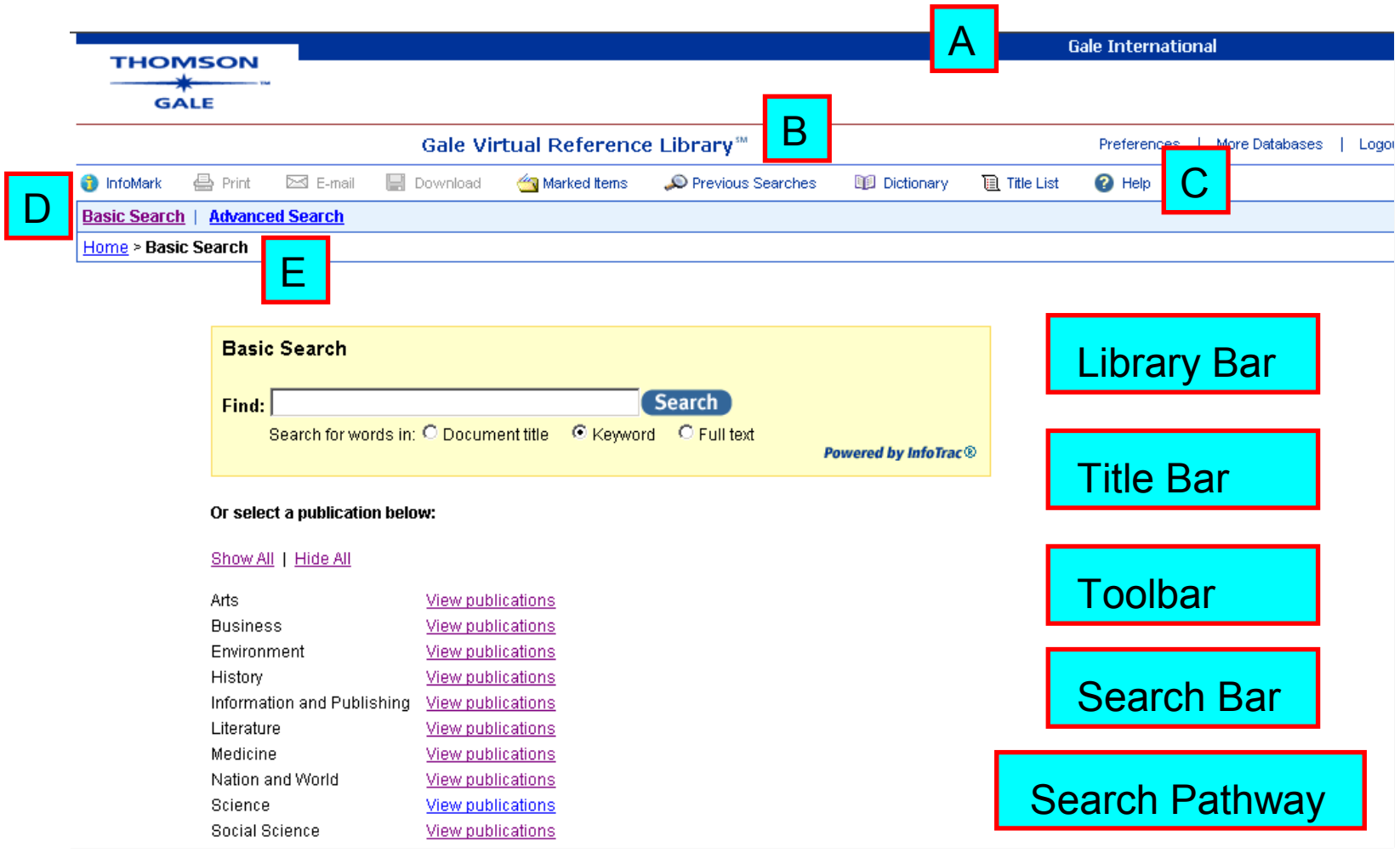
- Powered by InfoTrac - Intuitive interface with familiar functionalities
  - Print or email an entire article, not just a page
  - Mark lists
  - List of sources
  - Search history
  - InfoMarks
  - Usage statistics
- Access from your existing Gale common menu
- Searching across and within the eBook 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

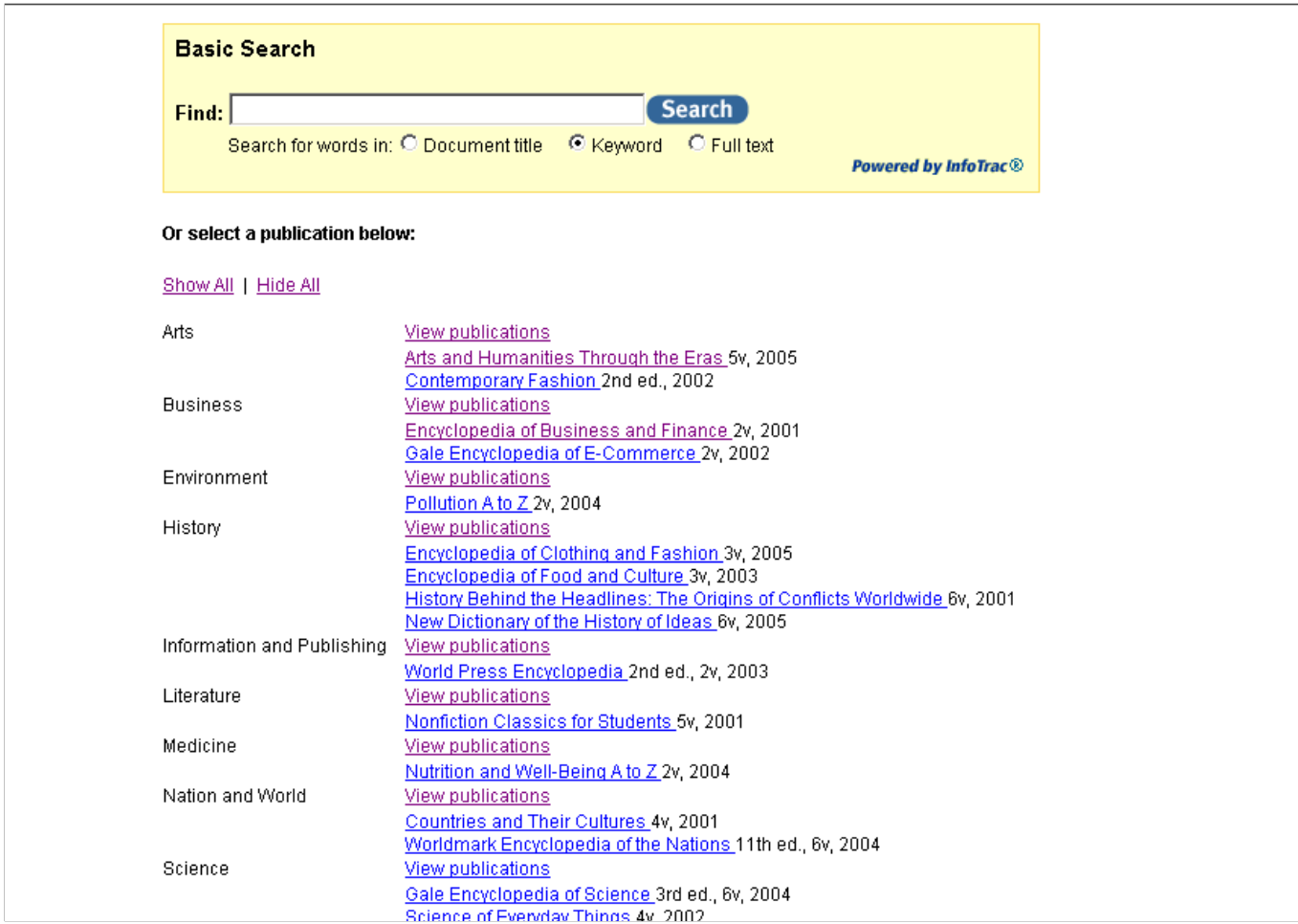
- **Advanced Search**
  - Keyword
  - Document title
  - Image caption
  - Full text
  - Publication title
  - ISBN
  - Author of document
  - Publisher
  - Start page
  - Document number
  - Previous searches

# Basic Search Screen



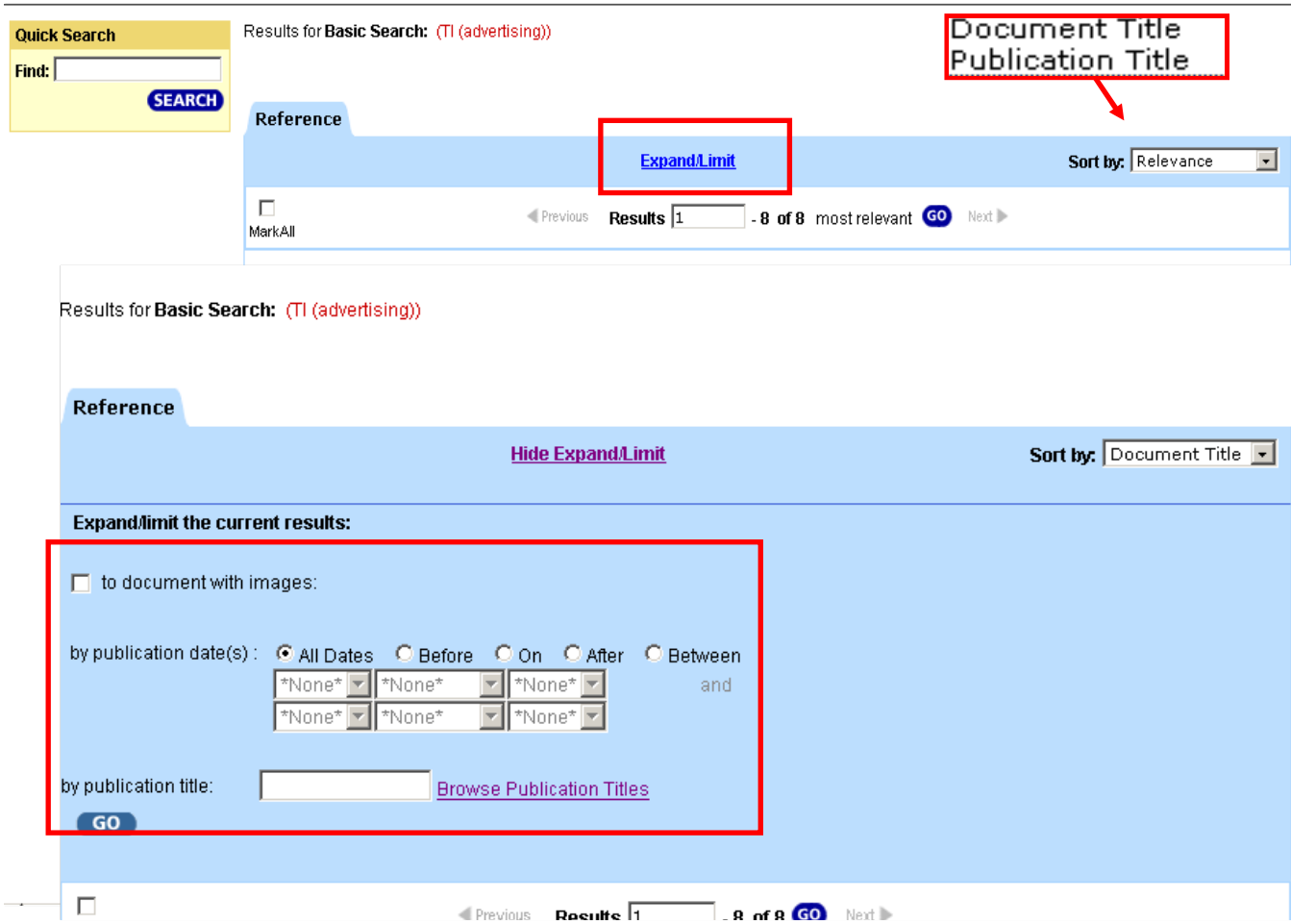
# Basic Search

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



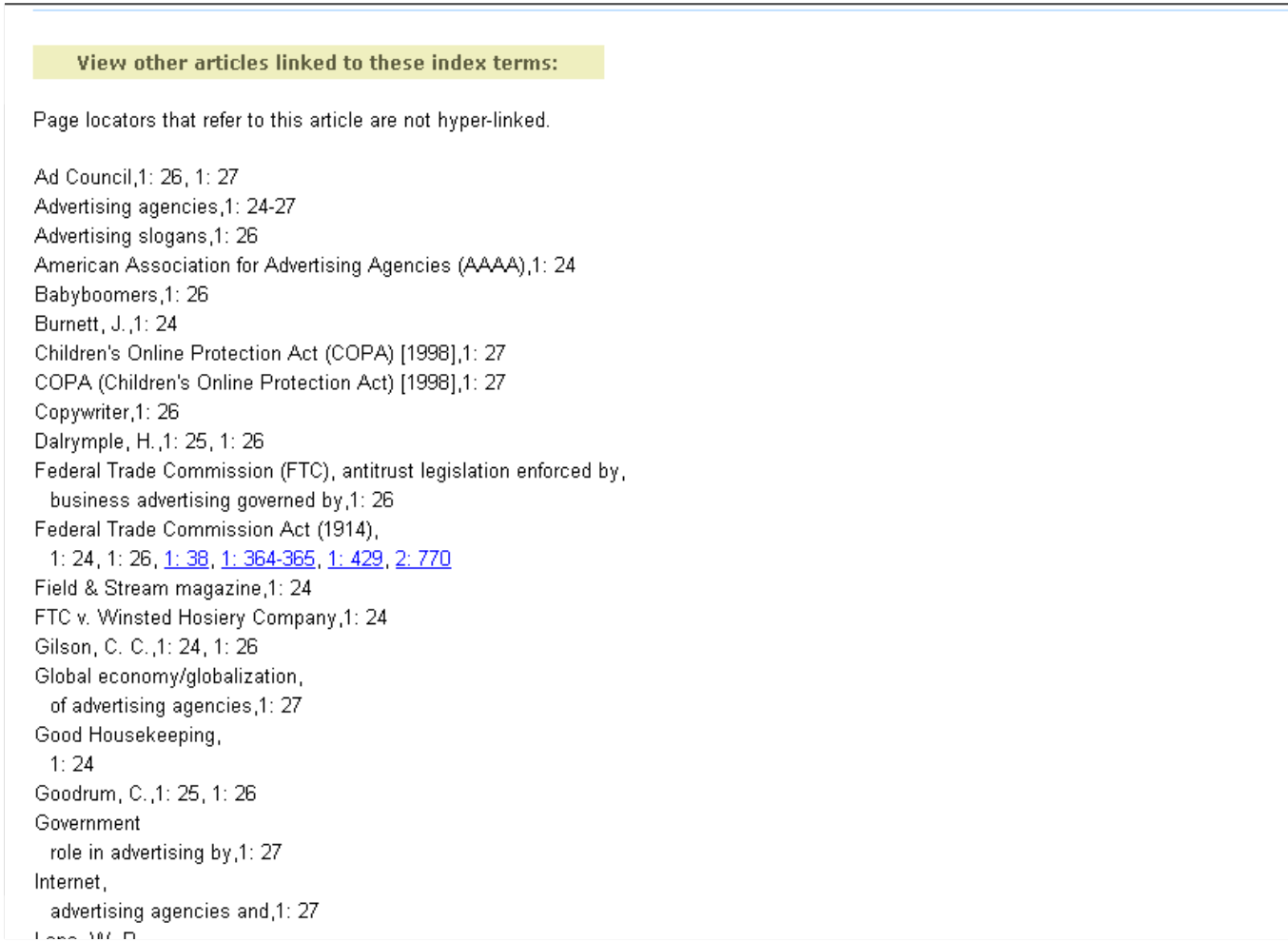
# Basic Search

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



# Results - Article/Entry

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



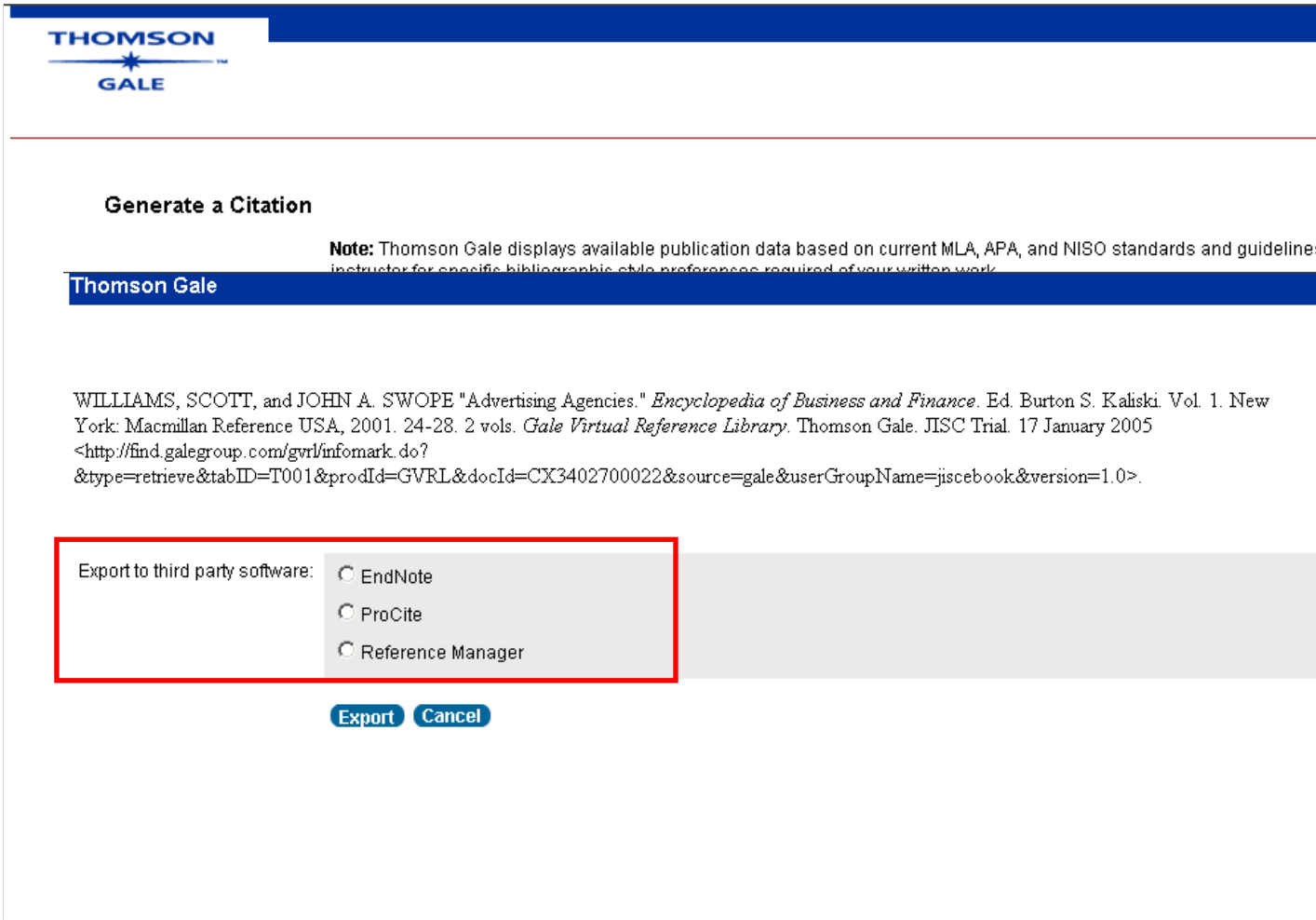
**View other articles linked to these index terms:**

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

# Results - Document Links

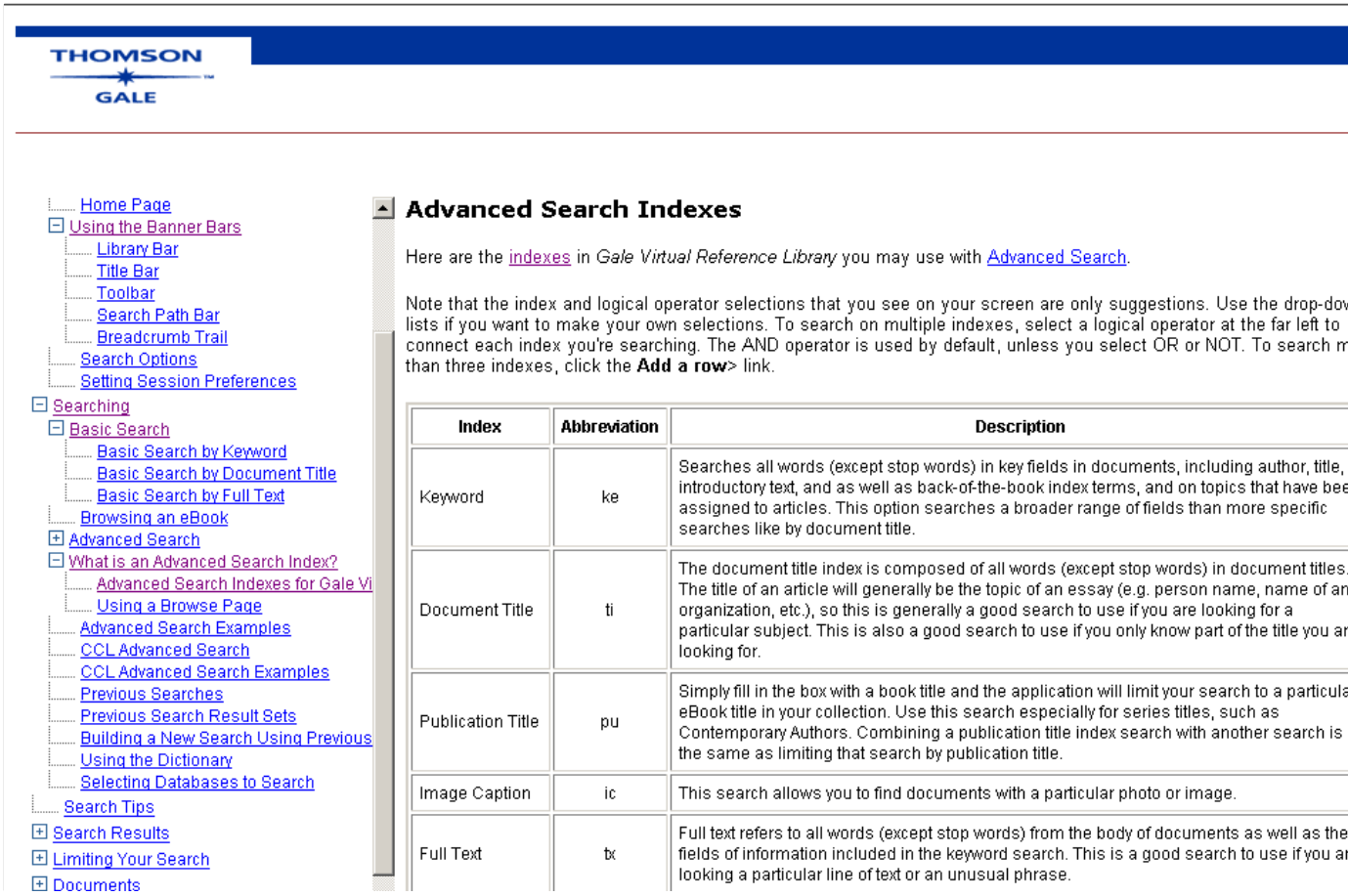
- Click more links from the article / entry page
- View the entry as a PDF
- Click a link for more information on ‘how to cite’ entries



# Toolbar Options

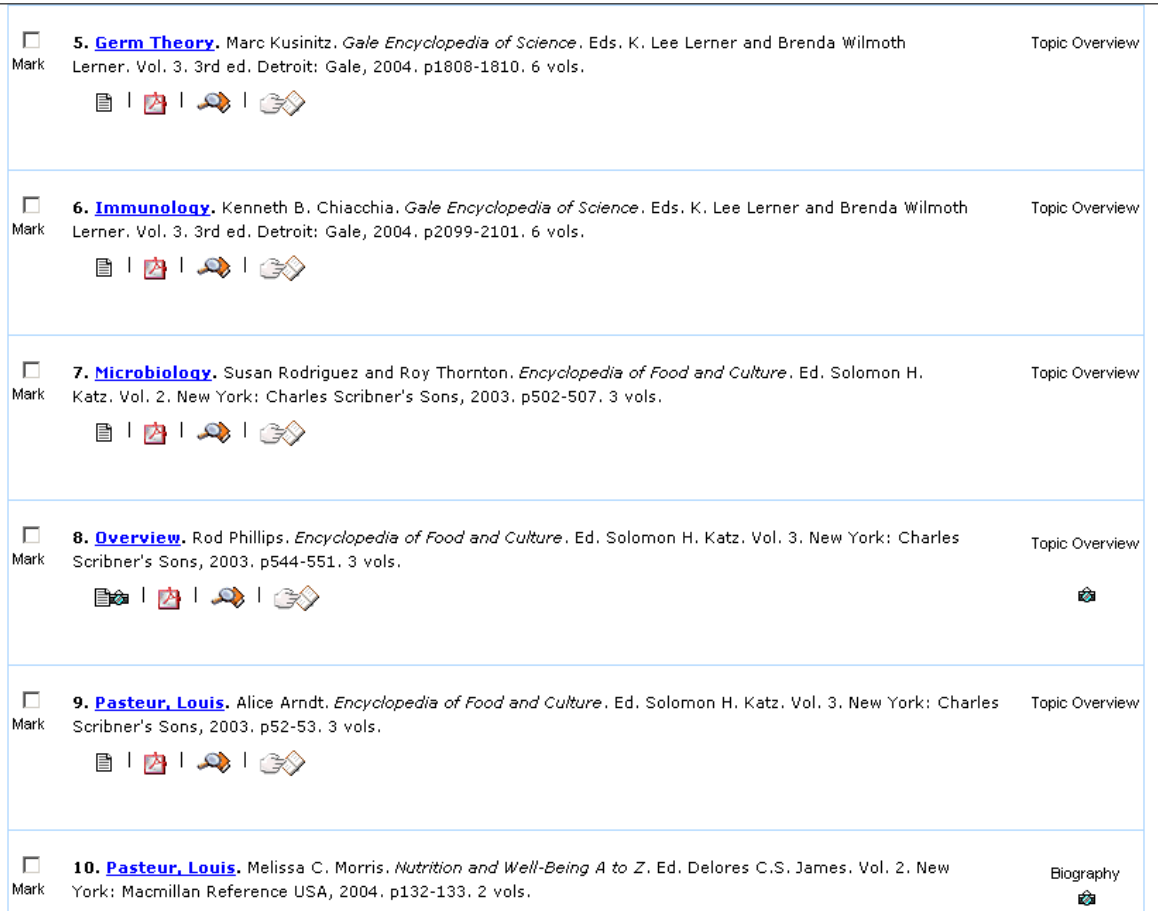
InfoMark Print E-mail Download Marked Items Previous Searches Dictionary Title List Help

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



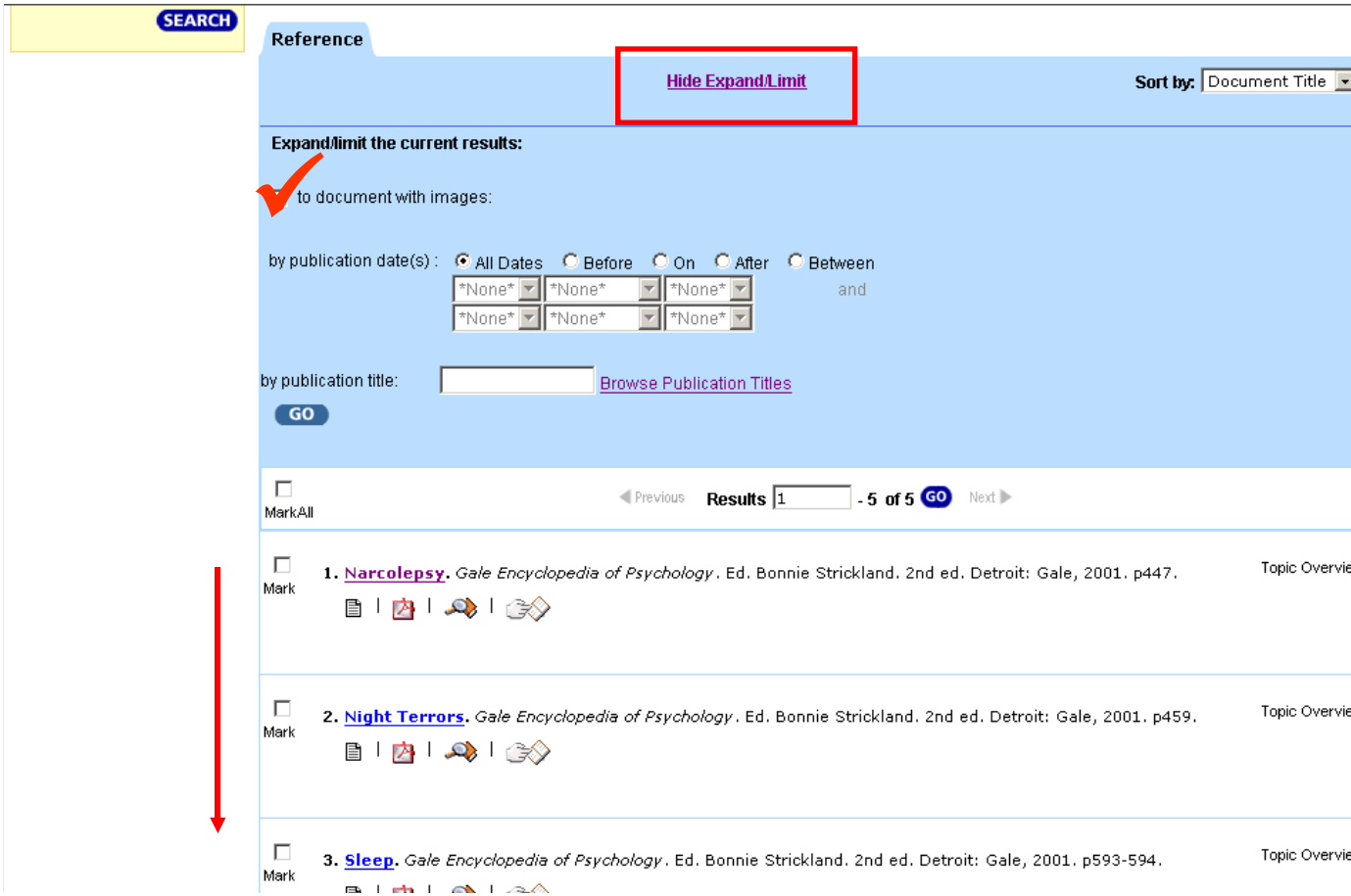
# Advanced Search

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



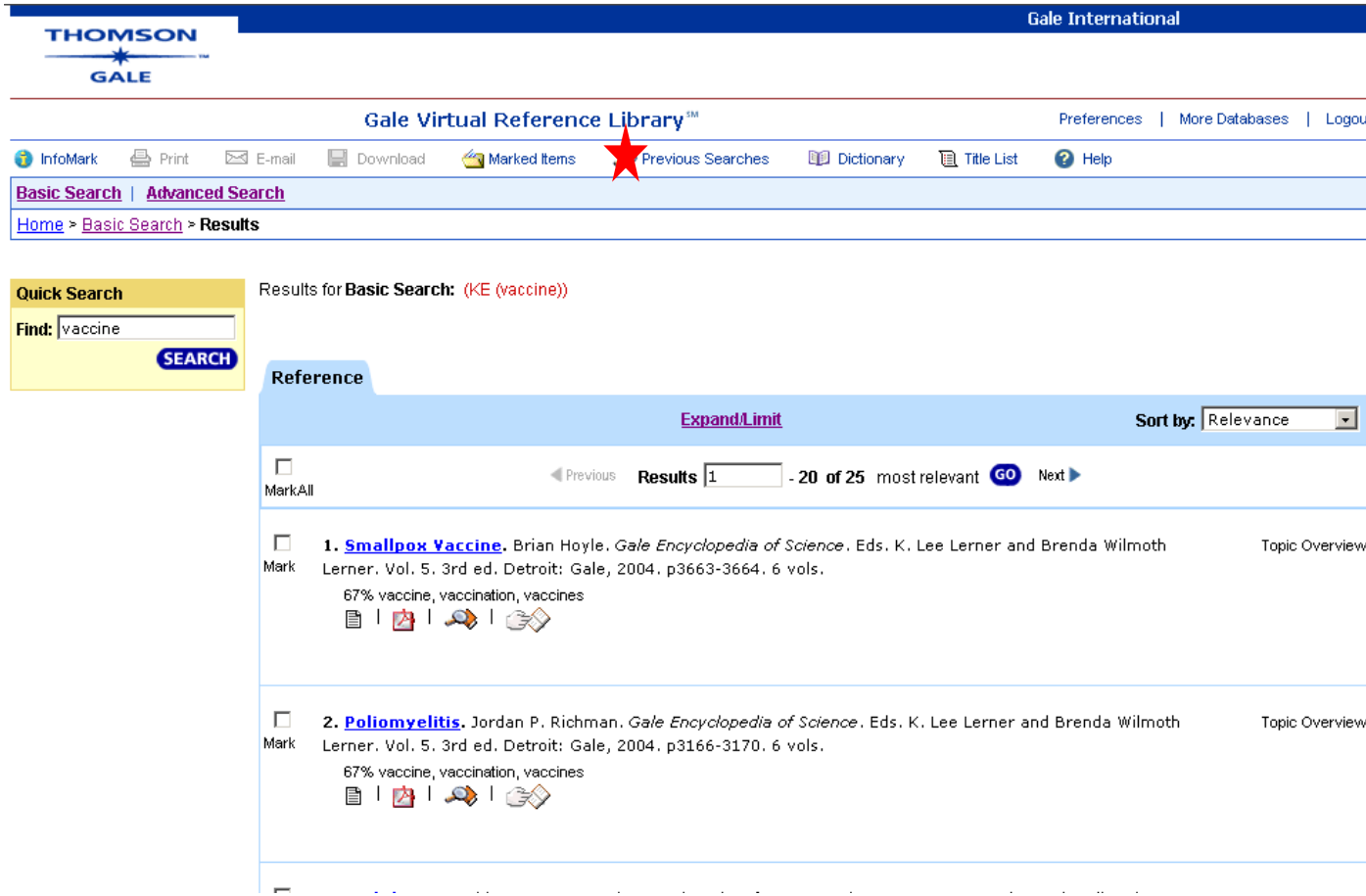
# Advanced Search – Additional Tips

- 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



# 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)



# 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
- Very economical terms
- Combines traditional policy of aquisition
- 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

# Contact us for further information:

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