

EMPOWER TOMORROW'S BUSINESS LEADERS

Whether learning about business plans or developing a business idea, students need reliable information and tools to help them achieve their goals. *Gale Business: Entrepreneurship* provides campus-wide entrepreneurial resources.

Equip business students with an online resource that covers all major areas of starting and operating a business, including planning, financing, management, taxes, marketing, and more.

PROVIDE AN ESSENTIAL FOUNDATION FOR STUDENTS

SEND THEM DOWN THE RIGHT PATH

Easy-to-browse home page features four key business stages—plan, fund, start, and manage. Users can also find information through lists of popular business terms, business types, and a “how to” collection of questions.

GET THEM INSPIRED, GET THEM TO WORK

Nearly 1,000 business plans from the Business Plans Handbook series give business students and budding entrepreneurs a template for success.

PROVIDE CONTEXT AND CONTACTS

Tightly indexed collection of resources includes small business eBooks, 400+ journals and magazines, and directories listing thousands of associations, consultants, consulting organizations, trade shows, business information sources, and more.

KEEP THEM UP TO DATE

Overviews, news, magazines, journal articles, and recommended web resources to help students stay on top of recent developments.

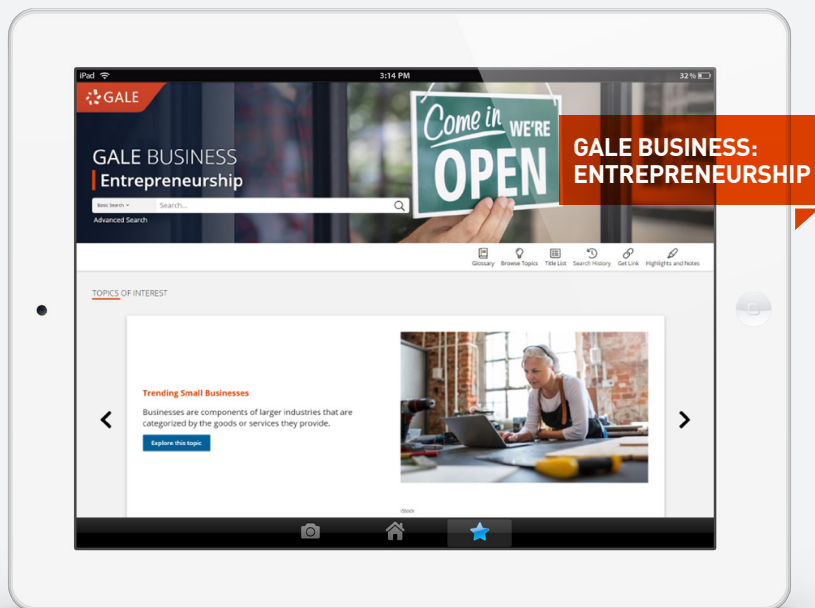
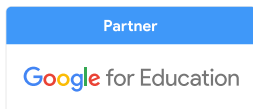
more →

“A business plan is an essential roadmap for business success.”

—U.S. Small Business Administration

THE POWER OF COLLABORATION

Integration with **Google Workspace for Education** tools, including Gmail, Classroom, Drive, Docs, and **Microsoft 365** online tools such as OneDrive, have been added so users can easily save, share, and download articles.



Product screen capture as of February 2024. Actual interface may vary.

HIGHLIGHTS AND NOTES

Select and annotate important text to view, print, or export.

IMPROVED TRANSLATION

Articles can be translated into 40 languages, and user interface can be translated into 34 languages.

READSPEAKER TEXT-TO-SPEECH TECHNOLOGY

Users can hear content read “live,” and audio files can be downloaded and saved onto any mobile device.

MOBILE-OPTIMIZED DISPLAY

Offers an improved user experience on all devices.

CITATION TOOLS

Users can generate APA, MLA, and Chicago-style citations in the most recent format.

EASY-TO-BROWSE INTERFACE

Users can search for information in a variety of ways, including the four key business stages. Also included is a glossary of more than 2,200 business-specific terms.

Designed with business students or budding entrepreneurs in mind, *Gale Business: Entrepreneurship* addresses information needs in a searchable, workflow-based model. This resource guides novice researchers toward available content, while also offering more experienced business researchers the basic and advanced search-and-retrieve paths to which they’ve become accustomed.

LEARN
MORE



800.877.GALE
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