

The Value of the Gale PowerSearch Platform:

NEW FEATURES

- Search Assist provides web-search functionality and recommendations similar to Yahoo and Google
- On-demand language translation includes three newly added languages: Chinese, Japanese and Korean
- Enhanced results include improved relevancy rankings and easier access to filters and limiters
- More intuitive advanced searching with Search Assist on the most used indexes

AND MUCH MORE

- Users can cross-search Gale holdings such as *Gale Virtual Reference Library*, *InfoTrac* collections and specific *In Context* resources
- Results include multimedia — images, video and podcasts
- Search within result lists to target specific content
- Technology that delivers audio versions of articles and downloadable MP3 files
- Document management includes e-mailing, bookmarking, downloading or printing
- Easy-to-use citation tools facilitate research results

General Reference Center Gold

General Reference Center Gold integrates thousands of key business and general-interest titles

Perfect for researchers at all levels, *General Reference Center Gold* features 24/7 access to a wide range of full-text titles, indexes and abstracts, from national news magazines and encyclopedias to core business journals.

General Reference Center Gold, operating on the award-winning *Gale PowerSearch* platform, provides 24-hour access to an integrated set of general interest sources: magazines, newspaper articles, children's magazines, almanacs, encyclopedias, dictionaries, reference books and more. From national news magazines and key encyclopedias to core business journals, *General Reference Center Gold* has the full-text and image resources students and researchers need. Content includes more than 5,700 titles, of which, more than 4,400 are available in full-text, making it easy for researchers to locate answers for their general-interest research queries. This premier resource will empower users by delivering the answers they need. Use *General Reference Center Gold* to locate articles on the following topics: Current Events, Business and Industry Trends, Arts and Sciences, Popular Culture, Sports, Hobbies and more.

The image displays three overlapping screenshots of the General Reference Center Gold website interface. The top screenshot shows the search page with a search bar and navigation tabs. The middle screenshot shows search results for 'white house' with a list of articles and filters. The bottom screenshot shows a detailed list of publication titles and document types.

Access thousands of periodicals, core journals, newspapers and encyclopedia articles in this comprehensive general reference resource.

Tabbed lists organize results by type, providing quick access to academic journals, magazines, books, news and multimedia. Search results may be viewed by Subject, Document Type or Publication Title.



General Reference Center Gold features:

- New Web-like interface to encourage browsing
- More than 5,700 titles, with more than 4,400 in full-text
- 25 years of backfile
- Podcasts from sources such as National Public Radio, Science@NASA, Headline News and NRO radio
- Links to more than 5,000 video files including television shows like the Today Show, NBC Nightly News, NRO TV and Meet the Press
- Knight-Ridder/Tribune News Service newspaper articles
- Major newspapers, such as The New York Times, Christian Science Monitor and many others
- Hundreds of children's magazines
- More than 15 acclaimed reference works such as *Gale Encyclopedia of Science* and *Columbia Encyclopedia*
- And much more

The screenshot displays the 'General Reference Center GOLD' interface. At the top, there are search options: 'Basic Search', 'Subject Guide Search', 'Publication Search', and 'Advanced Search'. Below this, there's a 'Tools' sidebar with options like 'View PDF pages', 'Print', 'E-mail', 'Download', 'Download MP3', 'Citation Tools', 'Bookmark this Document', 'Share', and 'Translate'. The main content area shows an article titled 'Pittsburgh renewed: the Steel City's regeneration is one of the US's greatest success stories' by Lindsay Sutton, published in *Business Traveller* (Feb. 2011), p54. The article discusses Pittsburgh's industrial history and its resurgence. Below the article, there's a 'Disclaimer' and a 'Gale CENGAGE Learning' logo. At the bottom, there's a social media sharing section with icons for .netShoutout, 2 Tag, 7Live7.com, A97abi, Adfty, Aero, Amazon, AOL Mail, Arto, Baang, Bebo, 100zakladok, 2linkme, A1-Webmarks, Add.io, Adfini, All My Faves, Amen Me!, Armenix, Avairy Capture, Baidu, and Bento.

Free trial offer

To sign up for a free trial of this *InfoTrac* resource, go to www.gale.com/periodicalsolutions

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- View any PDF document that may be linked to the article
- E-mail the article in HTML or plain-text format
- Generate citations in multiple formats
- Share links to the article
- Listen to the article or save it as an MP3 audio file
- Translate the article into one of 11 languages
- Print, download and bookmark the article