Gale Group PROMT®

Description
Gale Group PROMT® is a multiple-industry database providing broad, international coverage of companies, products, markets and applied technologies for a wide range of industries. International events and activities of public and private companies are covered as well as regulatory issues. The database is a good source of competitive intelligence, and includes abstracts and full-text documents.

Subject Coverage
As a multiple-industry database, Gale Group PROMT offers comprehensive coverage of more than 60 manufacturing and services industries, including:
- Advertising, Marketing and Public Relations
- Aerospace and Defense
- Arts and Entertainment
- Banking, Finance and Accounting
- Business, both Regional and International
- Chemicals, Plastics and Rubber
- Computers, Electronics and Office Automation
- Engineering and Manufacturing
- Environmental Issues and Services
- Food, Beverages and Nutrition
- Forest Products
- Government and Law
- Healthcare
- High Technology and Telecommunications
- Home Furnishings
- Metals and Metalworking
- News, Opinion and Commentary
- Petroleum, Energy, Resources and Mining
- Pharmaceuticals and Cosmetics
- Publishing
- Regional Focus/Area Studies
- Retail Industry
- Sports, Sporting Goods and Toys
- Transportation, Distribution and Purchasing
- Travel and Hospitality

Date Coverage
- 1972 - 1981
- 1972 - 1989
- 1972 - Present
- 1982 - Present
- 1990 - Present

Substantial record coverage begins in 1975, with few records from 1971 to 1974.

Geographic Coverage
International

Update Frequency
Daily

Document Types
- Newsletters and Newswires
- Newspaper Articles
- Journal Articles
- Press Releases
- Reports
In addition to Search Fields, other tools available for searching are Limit Options, Browse Fields, “Narrow Results By” Limiters and Look Up Citation. Each is listed separately below. Some data can be searched using more than one tool.

SAMPLE DOCUMENT

PR Newswire 07 Feb 2013: NA.
Show duplicate items from other databases

Plunkett's Retail Industry Trends & Statistics 2013: A Summary of Plunket's Retail Industry Almanac 2013

PUNKEYT'S RETAIL INDUSTRY TRENDS & STATISTICS 2013

Key Features:
* Industry trends analysis, market data and competitive intelligence
* Market forecasts and Industry Statistics
* Buyer may register for access to search and export data at Plunkett Research Online
* Link to our 5-minute video overview of this industry

Pages: 62
Statistical Tables Provided: 15

Geographic Focus: Global

A condensed market research report excerpted from Plunkett's Retail Industry Almanac 2013, including forecasts and market estimates, technologies analysis and vital statistical tables. You will gain significant insights that can help you shape your own strategy for business development, product development and investments.

- How is the industry evolving?
- How is the industry being shaped by new technologies?
- How is demand growing in emerging markets and mature economies?
- What is the size of the market now and in the future?
Contents, Statistics, Forecasts and Analysis Include:

Major Trends Affecting the Retail Industry

1) Introduction to the Retail Industry
2) Wal-Mart Sales Improve After Two Year Slump
3) Department Stores Streamline While Outlet Stores Proliferate
4) Discounting and Discount Stores Evolve
5) Private Label Brands Grow in Share of Total Store Sales
6) Sophistication and Success for Direct Marketers and Non-Store Sales
7) Apple Sets the Bar for Showcase Stores and Super-Merchandisers
8) For the Long Term in the U.S. and Europe, Consumers Shift to Careful Spending and Less Debt
9) Bricks, Clicks and Catalogs Create Synergies While Online Sales Growth Surges
10) Location-Based Advertising and Mobile Advertising on Cellphones Grow Quickly
11) Groupon and Other Coupon Firms Compete Aggressively for Consumers’ Attention
12) Retail Technologies Leap Ahead
13) RFID Drives Inventory Management Evolution
14) Self Service Retail Technologies Take Off
15) Self Service Apparel Fitting Technologies Grow in Stores and Online
16) Retailers Eye Expanding Middle Class, Move into Emerging Markets, Including China, India and Brazil
17) Sales Per Square Foot at Lifestyle Centers and Super-Regional Malls Rise While Vacancy Rates Fall
18) Entertainment-Based Retailing, including Power Towns
19) Malls Morph to Stay Afloat
20) Luxury Item Sales Rebound
21) LOHAS- Socially Conscious Consumers Create Challenges and Opportunities for Advertisers and Marketers
22) How to Interpret Reports of Retail Sales

Retail Industry Statistics

1) U.S. Retail Industry Overview
2) Annual Consumer Price Index, 1915-2012
5) U.S. Retail Trade Corporation Statistics, Q2 2012
7) Total Monthly Sales and Inventories of Merchant Wholesalers: Monthly, through September 2012
8) Retail & Food Services Sales by Kind of Business, U.S.: Monthly, through September 2012
10) Estimated Quarterly U.S. Retail Sales, Total & E-Commerce: 1st Quarter 2004-3rd Quarter 2012

(...)
**Search Fields**

You can use field codes on the Basic Search, Advanced Search, and Command Line Search pages to limit searches to specific fields. The table below lists the field codes for this file.

<table>
<thead>
<tr>
<th>Field</th>
<th>Field Code</th>
<th>Example</th>
<th>Description and Notes</th>
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<td>Abstract</td>
<td>AB</td>
<td>ab(rfid PRE/1 &quot;inventory management&quot;)</td>
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<tr>
<td>Accession number</td>
<td>AN</td>
<td>an(317870170)</td>
<td>A unique document identification number assigned by the information provider. Labeled Document ID in the Look Up Citation feature.</td>
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<tr>
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<td>ALL</td>
<td>all(&quot;retail industry trends&quot;) all(&quot;forecasts NEAR/2 &quot;market estimates&quot;)</td>
<td>Searches all fields except the document text (TX).</td>
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<td>All fields + full text</td>
<td>--</td>
<td>&quot;retail industry trends&quot;</td>
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<td>Author</td>
<td>AU</td>
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<td>Includes all Authors. Also available in Look Up Citation feature.</td>
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<td>First author</td>
<td>FAU</td>
<td>fau(vogel, mike)</td>
<td>Field code FAU searches only the first listed author.</td>
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</tr>
<tr>
<td>Feature</td>
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<td>Description</td>
<td>Notes</td>
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<td>----------------------------------------------------------------------</td>
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<td>Product classification*</td>
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<td>dln(new york)</td>
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<td>See Accession number.</td>
</tr>
<tr>
<td>Document text</td>
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<td>Document title</td>
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<td>Field code TI also searches the Alternate title. Also available in Look Up Citation feature.</td>
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<tr>
<td>Alternate title</td>
<td>OTI</td>
<td>oti(&quot;retail industry&quot;)</td>
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</tr>
<tr>
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<td>dtype(magazine)</td>
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<td>Indicates the first time the record was loaded onto PQD. It will not change regardless how many times the record is subsequently reloaded, as long as the accession number does not change.</td>
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<tr>
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<td>FTANY</td>
<td>&quot;discounting and discount stores&quot; AND ftany(yes)</td>
<td>Add AND FTANY(YES) to a query to restrict retrieval to records with full text present.</td>
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<tr>
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<td>IF</td>
<td>if(&quot;trade&quot;)</td>
<td>Field code IF searches target audience, product name, Advertising slogan, Advertising Spokesperson, Named Person, Named Character, Biographee, Reviewee, Reviewed contributor, legal, events, and named work as subject.</td>
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<td>Journal subject</td>
<td>JSU</td>
<td>jsu(Business, News, opinion and commentary)</td>
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<td>Language</td>
<td>LA</td>
<td>la(english)</td>
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<td>Lead paragraph</td>
<td>LP</td>
<td>lp(industry trends analysis)</td>
<td>Displayed in Preview pane.</td>
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<td>loc(&quot;south carolina&quot;)</td>
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<td>Person*</td>
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<td>per(benedict)</td>
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* A Lookup/Browse feature is available for this field in the Advanced Search dropdown or in Browse fields.

[1] Click the “Field codes” hyperlink at the top right of the Advanced Search page. Click “Search syntax and field codes”, then click on “FDB command” to get a list of database names and codes that can be searched with FDB.
<table>
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<tr>
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<th>pd(20130207) pd(nov AND 1990) pd(&gt;=20110415)</th>
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<tbody>
<tr>
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<td>Also available in Look Up Citation feature.</td>
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<tr>
<td><strong>Publication year</strong></td>
<td>YR</td>
<td>yr(2013) yr(2011-2013) yr(&gt;=2012)</td>
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</tr>
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<td><strong>Publisher</strong></td>
<td>PB</td>
<td>pbi(&quot;pr newswire association&quot;)</td>
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<tr>
<td><strong>Source type</strong></td>
<td>PSTYPE</td>
<td>ptype(newswire)</td>
<td>PSTYPE searches IP-supplied values; STYPE searches PQ-normalised values.</td>
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<tr>
<td><strong>Subject</strong></td>
<td>SU</td>
<td>su(&quot;clothing industry&quot;) su(reports)</td>
<td>SU field code search includes Gale subject indexing, target audience, journal subject, SIC and NAICS terms, location/geo terms. Subject Look up is more limited.</td>
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<td><strong>Ticker symbol</strong></td>
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<td>Date that documents were added or revised in PQD, to incorporate changes by an information provider.</td>
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</tbody>
</table>

**Limit Options**

Limit options are quick and easy ways of searching certain common concepts. Check boxes are available for:

**Full text**

Short lists of choices are available for:

**Source type, Document type, Language**

**Date limiters** are available in which you can select single dates or ranges for **Publication date** and **Updated**.

**Browse Fields**

You can browse the contents of certain fields by using Look Up lists. These are particularly useful to validate spellings or the presence of specific data. Terms found in the course of browsing may be selected and automatically added to the Advanced Search form. Look Up lists are available in the search options for:

**Companies/organizations, People, Locations**

and additionally in the fields drop-down for:

**Publications, Event classifications, NAICS, Product classifications**

**“Narrow Results by” Limiters**

When results of a search are presented, the results display is accompanied by a list of “Narrow Results by” options shown on the right-hand panel. Click on any of these options and you will see a ranked list showing the most frequently occurring terms in your results. Click on the term to apply it to (“narrow”) your search results. “Narrow Results by” Limiters in PROMT® include:

**Full text, Source type, Publication title, Document type, Author, Subject, NAICS classification, Product classification, SIC classification, Company/organization, Location, Person, Language, Publication date**
If you need to trace a particular bibliographic reference, use the Look Up Citation feature. Find a link to this towards the top left corner of the Advanced Search page; click this and you will go to a form where you can enter any known details of the citation, including:

**Document title, Author, Publication title, ISSN, ISBN, Volume, Issue, Page, Date, DOI**

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Email: [Customer@dialog.com](mailto:Customer@dialog.com)
Within North America 1 800 3 DIALOG (334 2564)
Outside North America 00 800 33 DIALOG (33 34 2564)