



# Gale Cengage Learning

Estratégia de InfoTrac

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March 26, 2015

# FOCUS GROUPS



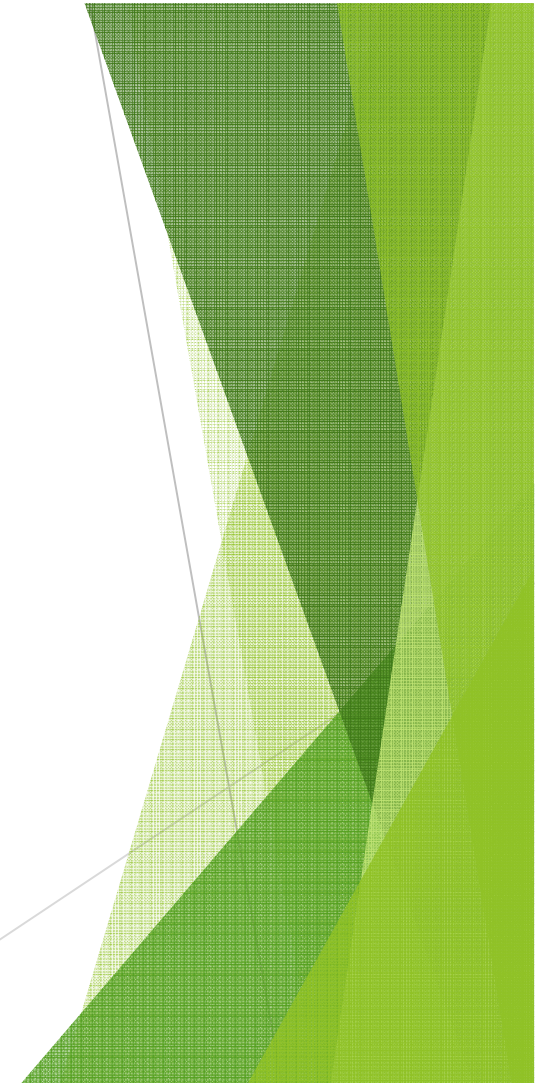
# Cengage Learning

- ▶ CL é a 9a maior empresa de material de educação entre os 56 maiores editores de educação do mundo.
- ▶ 150 anos, 15 no Brasil
- ▶ 20.000 títulos
- ▶ 15.000 autores
- ▶ 140 países



## Gale

- ▶ 600 bases de dados
- ▶ Conteúdo próprio, reconhecido com prêmios
- ▶ Divisão de educação da National Geographic
- ▶ 300 títulos de referência multi-volumes
- ▶ Pioneira no mercado de bases de dados.



## Estratégia: 4 Pilares

- ▶ **Visualização**
- ▶ **Recuperação**
- ▶ **Conteúdo**
- ▶ **Descoberta**



# ► Visualização



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*Literature-Film Quarterly*
- Imperialism and the logic of war making  
*Independent Review*
- May, Larry, War Crimes and Just War  
*The Review of Metaphysics*
- Ken Burns's war  
*New Criterion*
- Journalists aren't winning their Gulf War  
*The Quill*

### Topic Finder



Use the Topic Finder to discover the context of your search term and uncover hidden connections.

Topic Finder

### Trending Now

- Alternative Energy
- Global Warming
- Capital Punishment
- Social Media
- Stem Cell Research



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- May, Larry. War Crimes and Just War  
*The Review of Metaphysics*
- Ken Burns's war  
*Movie Collection*

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Academic Journals

Search Terms: Basic Search (climate change) LIMITS: With Full Text ( X)

Search Tools

Relevance

ARTICLE

Understanding climate change in the North: state of knowledge and new directions in research. Session 2B: impacts of climate change - science and monitoring.  
Northern Review.

ARTICLE

Policy and planning responses to climate change in the North: Session 6A: Canadian policy and climate change in the circumpolar North.  
Northern Review.

ESSAY

China's view of climate change.  
Ying Ma.  
Policy Review.

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Search Results

Tools

How the vulnerability of road networks to climate change can be reduced

Library links: [Link to CDL Materials Catalog](#) [ILL](#)  
[My Library OpenURL Link](#)

Related Subjects

Listen

Full Text:

Through its membership of FEHRL (the Forum of European National Highway Research Laboratories), TRL participated in an international conference, which took place in Cologne, Germany, in early December 2010. At the conference world experts gathered to discuss the outputs of four projects which aimed to enable road authorities to more effectively assess the risks of climate change and its effects on all elements of road management. The conference looked to identify the synergies between the projects and to identify how they could be used by road authorities to reduce the risks of climate change on their networks.

INTRODUCTION

The Earth's climate is changing. Global temperatures are projected to continue rising, bringing changes in weather patterns, rising sea levels and an increased frequency and

Find new topics or keywords and discover new connections found in the top results.

View Search Results

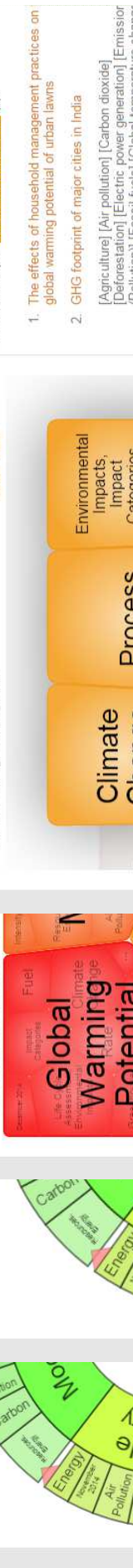
Search Terms: Basic Search (global warming)

Search

**Topic Finder**

There are two ways to visualize below the text of your search results.

Visualization:  Wheel  Tiles



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**Topic Finder**

There are two ways to visualize below which words and subjects are found most often in the text of your search results.

Visualization:  Wheel  Tiles



- Results for topic: **Nitrous Oxide, GHG** (5)
1. The effects of household management practices on global warming potential of urban lawns [Agriculture] [Air pollution] [Carbon dioxide] [Deforestation] [Electric power generation] [Emission (Pollution)] [Fossil fuels] [Global temperature change] [Global warming potential] [Greenhouse gases] [Green domestic product] [Human-environment interactions] [Livestock] [Methane] [Nitrous oxide]
  2. Sustainable energy system design with distributed renewable resources considering economic, environmental and uncertainty aspects [Air pollution] [Electric power generation] [Electric power supply] [Emissions (Pollution)] [Global temperature changes] [Global warming potential] [Green technology] [Greenhouse gases] [Optimization theory]
  3. Greenhouse gas emissions from coastal freshwater wetlands in Veracruz, Mexico: Effect of plant community and seasonal dynamics [Air pollution] [Atmospheric carbon dioxide]

# ► Recuperação





A collection of peer-reviewed articles in Text and PDF.

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### Course Collections

#### Business

[International Finance](#)

[Principles of Economics](#)

[Principles of Marketing](#)

[Principles of Management](#)

#### Social Science

[Psychology: Introduction](#)

[Sociology: Introduction](#)

#### Communications

[Introduction to Communication](#)

[Computers and Information Systems](#)

### Course Topics

Introduction to Psychology	(8)
Researching Psychology	(1)
The Biology of Psychology	(1)
Sensation and Perception	(1)
Human Development	(2)
Learning	(1)
Memory	(1)
Language	(1)
Intelligence	(2)
States of Consciousness	(1)
Motivation	(1)
Emotion, Stress and Health Psychology	(8)
Social Psychology	(1)
Personality	(21)
Abnormal Psychology	(18)

# ▶ Conteúdo



## Conteúdo Complementar

+  
Contenidos  
Regionales





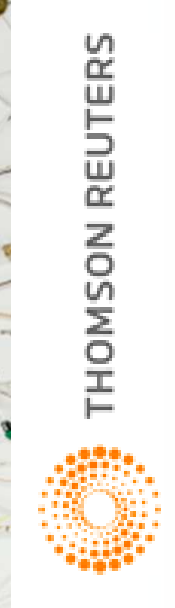
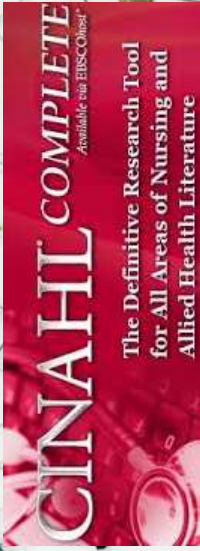


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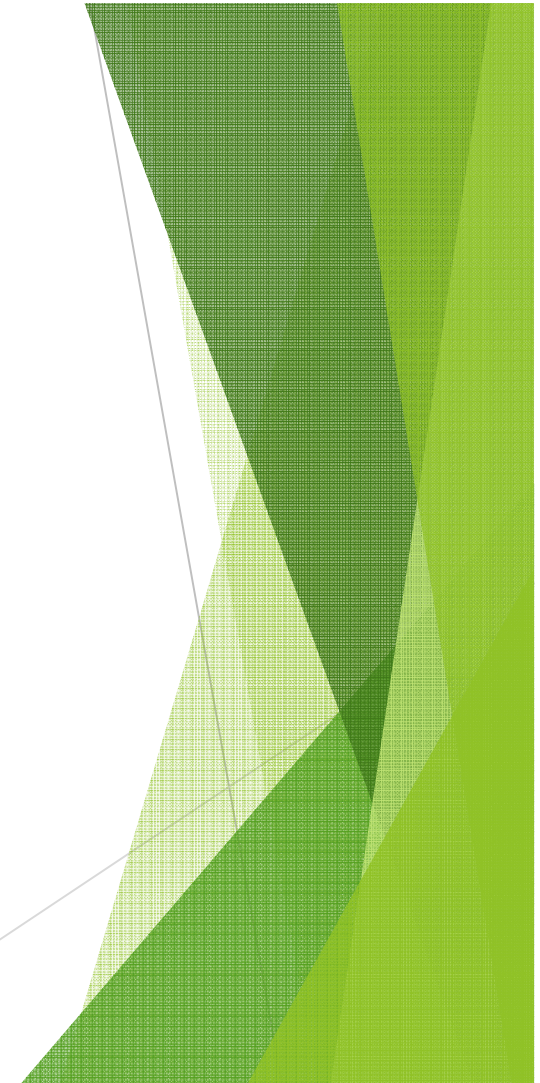
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## No Brasil

- ▶ Palestras de formadores de opinião
- ▶ Trabalhos apresentados por pares
- ▶ Conteúdo de congressos



► **Descoberta**



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