

Description

The Gale Group Newsletter Database™ contains the full text of specialized industry newsletters that provide concise information on companies, products, markets, and technologies; trade and geopolitical regions of the world; and government funding, rulings, and regulation and other legislative activities which impact the industries and regions covered. International in scope, the database provides searchers with important facts, figures, analysis, and current information affecting a broad range of industries and sectors.

Subject Coverage

Gale Group Newsletter Database covers the following industries and geographic regions of the world:

- Biotechnology
- Broadcasting and Publishing
- Computers and Electronics
- Chemicals
- Defense and Aerospace
- Energy and Environment
- Financial Services
- General Technology
- Japan and Middle East
- Manufacturing
- Medical and Health
- Materials
- Packaging
- Research and Development
- Transportation

Company activities covered include:

- Joint Ventures
- License Agreements
- Mergers and Acquisitions
- Major Orders and Contracts
- Expanded Facilities
- Executive Changes
- New Products and Technologies
- Industry Trends and Outlooks
- Government Policies, Funding, Legislation and Regulation
- Trade Agreements
- Business Climate and Conditions

Date Coverage

1988–present

Update Frequency

Daily

Geographic Coverage

International

Document Types

Newsletters

Publisher

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Farmington Hills, MI 48331-3535
USA

In addition to [Search Fields](#), other search tools 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



Gale Group Newsletter Database™

Basic Search | Advanced ▾ | Command Line

Full text < Back to results < | >

☐ Add to selected items
📁 Save to My Research
✉ Email

TI **McKinsey & Co. and the China Pharmaceutical Association forecast China's retail pharmaceutical sales to increase 17% per year through 2020 to nearly CNY 1.9 trillion (\$30.1 billion) in their base case scenario**

PUB,PD **Instrument Business Outlook 22.14** (Oct 31, 2013): 7(1).
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TX ☐ **Full Text** Translate [unavailable for this document]

China: McKinsey & Co. and the China Pharmaceutical Association forecast China's retail pharmaceutical sales to increase 17% per year through 2020 to nearly CNY 1.9 trillion (\$30.1 billion) in their base case scenario. In 2012, China accounted for 3.8% of sales on average for the top 10 multinational drug firms, compared with 3.0% in 2011. In a survey by Elsevier, BayHelix and McKinsey of 50 China-based pharmaceutical executives, 33% of respondents expect their firms' mainland China businesses to account for over 10% of global revenues within five years. "Shifting demographics and growing disease prevalence" was rated by 46% as the most significant trend driving near-term growth of the country's pharmaceutical market. Asked where the level of Chinese innovation will be in five years, 65% stated it would most likely to be a strong contributor. The annual growth rate of spending by respondents' R&D organizations in China is expected to be 19% for the next five years. In the next 10 years, 32% of respondents expect biosimilars and biobetter to be "the innovation" coming from China, 25% expect it to be me-too drugs and branded generics, 23% expect it to be the same drugs but with innovative formulation or administration pathways, and 20% expect it to be novel compounds.

Source: McKinsey & Co.

Word count: **212**
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BDE,SU ☐ **Indexing (details)** ☰ **Cite**

Business subject	Consulting services -- Industry forecasts; Consulting services -- Statistics; Pharmaceutical industry -- Industry forecasts; Pharmaceutical industry -- Statistics; Industry forecasts; Statistics
LOC	United States
CO	McKinsey and Company Inc.
IF	Trade
EVT,CC	010: Forecasts, trends, outlooks; 680: Labor Distribution by Employer
NAICSCC	325411: Medicinal and Botanical Manufacturing
PRCC,CC	2834000: Pharmaceutical Preparations
SIC,CC	8742: Management consulting services; 8748: Business consulting, not elsewhere classified; 2833: Medicinals and botanicals; 2834: Pharmaceutical preparations
TI	Title McKinsey & Co. and the China Pharmaceutical Association forecast China's retail pharmaceutical sales to increase 17% per year through 2020 to nearly CNY 1.9 trillion (\$30.1 billion) in their base case scenario
OTI	Alternate title China, McKinsey & Co. and the China Pharmaceutical Association forecast China's retail pharmaceutical sales to increase 17% per year through 2020 to nearly CNY 1.9 trillion (\$30.1 billion) in their base case scenario.(China)
PUB	Publication title Instrument Business Outlook
VO	Volume 22
ISS	Issue 14
PG	Pagination 7(1)

PD,YR	Publication date	Oct 31, 2013
PB	Publisher	Strategic Directions International Inc. (SDI)
JSU	Journal subject	Business, Engineering and manufacturing industries
ISSN	ISSN	1061-2203
JC	Journal code	00YZ
PSTYPE	Source type	Newsletter
LA	Language of publication	English
DTYPE	Document type	Magazine/Journal
	Source attribution	Gale Group Newsletter Database, © Publisher specific
AN	Accession number	352489832
	Document URL	http://search.proquest.com/professional/docview/1467593783?accountid=137296
	Copyright	Copyright 2013 Gale, Cengage Learning. All rights reserved. COPYRIGHT 2013 Strategic Directions International Inc. (SDI)
DCRE	Date created	2013-12-12
UD	Updates	2013-12-13
FAV	First available	2013-12-13
	Database	Gale Group Newsletter Database™ (1988 - current)

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.

Field Name	Field Code	Example	Description and Notes
Accession number	AN	an(352489832)	A unique document identification number assigned by the information provider; labeled "Document ID" in the Look Up Citation tool.
Advertising classification	ADC	adc(94: Legal/Government regulations)	
All fields + text	--	"retail pharmaceutical sales"	Searches all fields including the full text in full-text files.
All fields (no full text)	ALL	all("retail pharmaceutical sales ")	Searches all fields except the full text in full-text databases.
Alternate title	OTI	oti("china pharmaceutical association forecast")	Includes both Alternate and original language of document title, if available. Field code TI also searches the Alternate title.
Author Author First Name Author Last name	AU AUFN AULN	au("norman, james ") aufn(norman) auln(james)	Includes all Authors. Also searchable via the Look Up Citation tool.
First author	FAU	fau("campagna, janet")	Restricts the author search to the first author in the record.
Business subject	BDE	bde("market trend/market analysis")	
Classification code	CC	cc(325411) cc(010*)	Field code CC searches both the codes and the terms for SIC, NAICS, Event & Product classifications. Also searchable with CL.
Company ¹	CO	co(mckinsey and company inc.)	
Date created	DCRE	dcre(2013-12-12)	
Document ID	AN	See Accession number	
Document text	TX	tx("supply and demand" NEAR/5 2020)	
Document title	TI	ti(McKinsey & Co. and the China Pharmaceutical PRE/6 2020)	Also searchable via the Look Up Citation tool.
Title only	TIO	tio("retail pharmaceutical sales")	Searches only the Title, not subtitle or alternate title.
Document type	DTYPE	dtype(magazine)	
First available	FAV	fav(2013-12-13)	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.

Field Name	Field Code	Example	Description and Notes
From database ¹	FDB	bde("industry forecasts") AND fdb(1008524) adv(34) AND fdb(galenewsletter)	Useful in multi-file searches to isolate records from a single file.
Full text	FTANY	"branded generics" AND ftany(yes)	Add <i>and ftany(yes)</i> to a query to restrict retrieval to full-text records, e.g., <i>obamacare and ftany(yes)</i> .
Gale event classification ¹	EVT, CC	evt("labor distribution by employer") evt(680: labor distribution by employer)	EVT searches only the terms, not the codes. CC searches the code, or the combined code and term.
Gale product classification ¹	PRCC	prcc(2834000) prcc("pharmaceutical preparations")	
Identifier (Keyword)	IF	if(trade)	
ISSN	ISSN	issn(1061-2203) issn(10612203)	Use of hyphens is optional. Also searchable via the Look Up Citation tool.
Issue	ISS	iss(14)	Also searchable via the Look Up Citation tool.
Journal code	JC	jc(0OYZ)	
Lead paragraph	LP	lp("china pharmaceutical guidebook ")	Displayed in the Preview pane
Location ¹	LOC	loc(United States)	
NAICS code ¹	NAICS	naics(325411) naics(medicinal and botanical manufacturing)	Searches terms or codes.
Pagination	PG	pg(7)	
Person ¹	PER	per(mandela)	
Publication date	PD	pd(20131031) pd(2011-04-15) pd(20131031-20140201)	Date range searching is available.
Publication title ¹	PUB	pub.x("instrument business outlook")	Also searchable via the Look Up Citation tool.
Publication year	YR	yr(2013) yr(2012-2014) yr(>=2013)	
Publisher	PB	pb("strategic directions international inc")	
Subject	SU	su("pharmaceutical industry") su.x(statistics)	A search on su.exact ("nursing") will retrieve documents with a subject term "nursing", but not documents with a subject term "nursing diagnosis".
Ticker symbol	TKS	tk(CMCSA)	
Updated	UD	ud(2013-12-13)	Date that documents were added or revised in PQD, to incorporate changes by an information provider.
US SIC code	SIC	sic(8742) sic(management consulting services)	Searches terms or codes.
Volume	VO	vo(22)	Also searchable via the Look Up Citation tool.

LIMIT OPTIONS

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

Full text

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.

A short list of choices is available for:

Source type, Document type, Language

Date limiters are available in which you can select single dates or ranges for date of **publication** 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 fields drop-down and in the search options for:

Company/organization, Person, Location

and in the fields drop-down only for:

Publication, Event classification, NAICS code, and Product classification

“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. Available “Narrow results by” limiters are:

Full text, Source type, Publication title, Document type, Record type, Subject, Classification, Company/organization, Location, Person, Language, Publication date

LOOK UP CITATION

If you need to trace a particular bibliographic reference, use the Look Up Citation feature. Find a link to this toward the top left of the Advanced Search page, or in the drop list under Advanced on any search form; click this and you will go to a page where you can enter any known details of the citation, including Document title, Author, Publication title, ISSN, ISBN, Volume, Issue, Start page, Publication date, DOI, or document ID (accession number).

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