

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

Publisher



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SAMPLE DOCUMENT

TI
PUB
TX



Basic Search | Advanced ▾ | Command Line

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Add to selected items

Plunkett's Retail Industry Trends & Statistics 2013: A Summary of Plunkett's Retail Industry Almanac 2013.
PR Newswire 07 Feb 2013: NA.
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NEW YORK, Feb. 7, 2013 /PRNewswire/ -- Reportlinker.com announces that a new market research report is available in its catalogue:

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

http://www.reportlinker.com/p01079806/Plunkett's-Retail-Industry-Trends--Statistics-2013-A-Summary-of-Plunkett's-Retail-Industry-Almanac-2013.html#utm_source=prnewswire&utm_medium=pr&utm_campaign=Retail

PLUNKETT'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
- 3) Exports, General Imports & Trade Balance in Goods, U.S.: 1989-3rd Quarter 2012
- 4) Total U.S. Retail Sales & Annual Percent Change: 1992-2012
- 5) U.S. Retail Trade Corporation Statistics, Q2 2012
- 6) Total Estimates of Annual Sales of Merchant Wholesalers: 2006-2012
- 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
- 9) Retail & Food Services Sales by Kind of Business, U.S.: 2006-September 2012
- 10) Estimated Quarterly U.S. Retail Sales, Total & E-Commerce: 1st Quarter 2004-3rd Quarter 2012

(...)

	Indexing (details)	Cite
BDE,SU	Business subject	Clothing industry -- Forecasts and trends; Clothing industry -- Reports; Clothing industry -- International trade; Retail trade -- Reports; Retail industry -- Reports; Market trend/market analysis; Reports; International trade; Forecasts and trends
LOC,SU CO, ORG,SU	Location Company / organization	United States Limited Brands Inc. (Forecasts and trends); Limited Brands Inc. (Reports); Natural Health Trends Corp. (Forecasts and trends); Natural Health Trends Corp. (Reports)
TKS,SU IF,SU	Ticker symbol Identifier (keyword) Event classification	LTD Trade 640: Foreign trade; 010: Forecasts, trends, outlooks
EVT,CC NAICS,CC	NAICS classification	315: Apparel Manufacturing
PRCC,CC	Product classification	2300000: Apparel & Related Products; 5200000: Retail Trade
SIC,CC TI	SIC classification Title	2300: APPAREL AND OTHER TEXTILE PRODUCTS Plunkett's Retail Industry Trends & Statistics 2013: A Summary of Plunkett's Retail Industry Almanac 2013.
PUB PG PD	Publication title Pagination Publication date	PR Newswire NA Feb 7, 2013
PB JSU JC	Publisher Journal subject Journal code	PR Newswire Association LLC Business, News, opinion and commentary 4PRN
PSTYPE LA	Source type Language of publication	Newswire English
DTYPE	Document type	Magazine/Journal
AN	Source attribution Accession number Document URL	Gale PROMT, © Publisher specific 317870170 http://search.proquest.com/professional/docview/1285247780?accountid=137296
DCRE UD FAV	Copyright Date created Updates First available Database	Copyright 2013 Gale, Cengage Learning. All rights reserved. COPYRIGHT 2013 PR Newswire Association LLC 2013-02-08 2013-02-09 2013-02-09 Gale Group PROMT® (1972 - 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	Field Code	Example	Description and Notes
Abstract	AB	ab(rfid PRE/1 "inventory management")	
Accession number	AN	an(317870170)	A unique document identification number assigned by the information provider. Labeled <i>Document ID</i> in the Look Up Citation feature.
All fields (no full text)	ALL	all("retail industry trends") all(forecasts NEAR/2 "market estimates")	Searches all fields <i>except</i> the document text (TX).
All fields + full text	--	"retail industry trends"	Searches all fields including the document text.
Author Author First Name Author Last Name	AU AUFN AULN	au(savage, candida) aufn(candida) auln(savage)	Includes all Authors. Also available in Look Up Citation feature.
First author	FAU	fau(vogel, mike)	Field code AU searches all authors while field code FAU searches only the first listed author.
Business subject	BDE	bde("international trade")	

Classification	CC	cc(010) cc(forecasts, trends, outlooks) cc(315: apparel manufacturing)	Field code CC searches Advertising, Event, NAICS, Product, and SIC classifications
Advertising classification	ADC	adc("Media Planning/Goals") adc(65)	Also searchable with field code CC.
Event classification ¹	EVT	evt(foreign trade) evt(640)	Also searchable with field code CC.
NAICS ¹	NAICS	naics(315) naics("apparel manufacturing")	Also searchable with field code CC.
Product classification ¹	PRCC	prcc(2300000) prcc("apparel & related products")	Also searchable with field code CC.
US SIC	SIC	sic(2300) sic(23*) sic("apparel and other textile products ")	Also searchable with field code CC.
Company/organization ¹	CO, COM	co("limited brands inc.")	Also searchable with field code ORG.
Date created	DCRE	dcre(20130208)	The date on which the information provider created the record
Dateline	DLN	dln(new york)	
Document ID			See Accession number.
Document text	TX	tx(competitive intelligence)	Also searchable with field code FT.
Document title	TI	ti("Plunkett's Retail Industry Trends & Statistics 2013")	Field code TI also searches the Alternate title. Also available in Look Up Citation feature.
Alternate title	OTI	oti("retail industry")	Includes both Alternate Title and original language of Document Title, if available. Field code TI also searches the Alternate Title.
Title only	TIO	tio("retail industry")	Searches only the Title, not Alternate Title or Subtitle.
Document type	DTYPE	dtype(magazine)	
First available	FAV	fav(2013-02-09)	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.
From database ²	FDB	bde("animal welfare") AND fdb(10000139) bde("animal welfare") AND fdb(prompt) "discounting and discount stores" AND ftany(yes)	Useful in multi-file searches to isolate records from a single file.
Full text present	FTANY		Add <i>AND FTANY(YES)</i> to a query to restrict retrieval to records with full text present.
Identifier (Keyword)	IF	if(trade) if("a better life") if("space agency")	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.
ISSN	ISSN	issn(0745-970x) issn(00368075)	Also available in Look Up Citation feature.
Issue	ISS	iss(3)	Also available in Look Up Citation feature.
Journal code	JC	jc(4PRN)	Assigned by the information provider identifying a specific source.
Journal subject	JSU	jsu(Business, News, opinion and commentary)	
Language	LA	la(english) la(eng)	
Lead paragraph	LP	lp(industry trends analysis)	Displayed in Preview pane.
Location ¹	LOC, LO	loc("south carolina") loc(france)	
Pagination	PG	pg(5) pg(vii)	

¹ A Lookup/Browse feature is available for this field in the Advanced Search dropdown or in Browse fields.

² 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.

Person ¹	PER	per(benedict)	
Publication date	PD	pd(20130207) pd(nov AND 1990) pd(>=20110415)	Date range searching is supported.
Publication title ¹	PUB	pub(pr newswire) pub("the economist")	Also available in Look Up Citation feature.
Publication year	YR	yr(2013) yr(2011-2013) yr(>=2012)	Date range searching is supported. Displays as part of publication date.
Publisher	PB	pb("pr newswire association")	
Source type	PSTYPE	pstype(newswire)	PSTYPE searches IP-supplied values; STYPE searches PQ-normalised values.
Subject	SU	su("clothing industry") su(reports)	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.
Ticker symbol	TKS	tk(LTD)	
Updated	UD	ud(20130209)	Date that documents were added or revised in PQD, to incorporate changes by an information provider.
Volume	VO	vo(5)	Also available in Look Up Citation feature.
Word count	WC	wc(>=1000)	

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

LOOK UP CITATION

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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