

## Working together to advocate for library resources in tough economic times

FREE online resources available 24/7 at [www.MeL.org](http://www.MeL.org)



### Books & Authors

*Books & Authors* is Gale's Reader's Advisory tool that brings ease, authority and fun to the question of "What do I read next?" This experience engages patrons in an interactive journey through contemporary and classic fiction, essential non-fiction, suggested reading and the creation of user-generated content.

Backed by a team of hand-picked genre experts, *Books & Authors* connects readers with books and provides a number of key functions for your library, including:

- Increases circulation of fiction and non-fiction
- Builds and promotes book clubs and programs
- Helps patrons make informed reading choices
- Drives potential and existing patrons to your library database via the Open Web

### More free resources to help your patrons

#### *Business & Company Resource Center*

This online resource is ideal for researchers who want to know more than just basic information on any given company. Now, *Business & Company Resource Center* has a new more contemporary look, plus SWOT analyses on hundreds of global companies – enhancing user experience and delivering dynamic content for all levels of research.

#### *General Reference Center Gold*

Provides access to a vast array of key business and general interest titles from national new sources. Totalling more than 66 million articles, *General Reference Center Gold* is updated daily to keep users informed on current events, popular culture, business and industry trends, the arts and sciences, sports, hobbies, and more.

### Look what you can access!

- Academic OneFile*
- Books & Authors*
- Business and Genealogy Master Index*
- Business & Company Resource Center*
- Chilton Library*
- Computer Database*
- Educator's Reference Complete*
- Expanded Academic ASAP*
- Gale Virtual Reference Library (eBooks)*
- General Business File ASAP*
- General OneFile*
- General Reference Center Gold*
- Health & Wellness Resource Center*
- Health Reference Center Academic*
- Informa!*
- InfoTrac Junior Edition*
- InfoTrac Newsstand*
- InfoTrac Student Edition*
- Kids InfoBits*
- LegalTrac*

# Delivering the best to Michigan ... free!

MeL is provided to Michigan residents by the Library of Michigan with federal LSTA grant support provided by the Institute of Museum and Library Services

## Libraries around the globe rely on Gale's InfoTrac

InfoTrac provides in-depth, up-to-date information by searching across the 18,000 titles in the Gale periodical resources. InfoTrac user features include:

- "Did You Mean?" spelling assistance and "Also Try" search recommendations
- ReadSpeaker technology (text-to-speech) allows text to be read aloud to users and downloaded in MP3 format
- APL and MLA citation generation
- Web 2.0 sharing functionality
- Image Gallery and Video Gallery add context to search results

New features coming soon!

- Smart search-assist for all fields tied to the index chosen, making it easy for users to find the most relevant content based on their input
- Publication searching from the homepage and in keyword searches to help users find titles by name
- Frequently used content and searches highlighted based on the most searched topics



## Do more with MORE

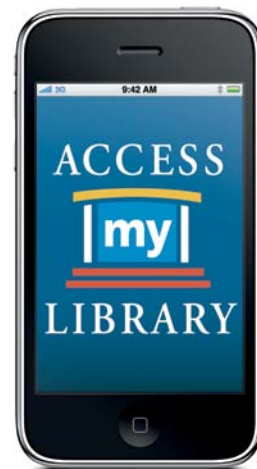
The Michigan Online Resources for Educators (MORE) portal, one component of the Michigan e-Library, contains over 50,000 free instructional resources for educators. In addition to providing high-quality, digital resources aligned to Michigan content expectations, the MORE portal provides user-friendly features to help teachers efficiently plan for their classroom. It includes several different search methods, a lesson plan builder, a collaboration center and a resource locker to save favorite resources. Free professional development is also available to help teachers integrate 21st century technology into their classroom.

An online version of these technology integration courses is currently under development and scheduled to be released by winter 2011.

Visit <http://more.mel.org> for thousands of curriculum-based materials aligned to Michigan state standards.

## AccessMyLibrary – free access to library resources

Show researchers how they can instantly access library resources free anytime, anywhere with their mobile phone. The AccessMyLibrary mobile app is available for Public, Academic and School libraries and provides free, unlimited access to your Gale online resources. Just visit [www.gale.cengage.com/apps](http://www.gale.cengage.com/apps) for more information. All apps are available from the iTunes App Store. The Public version is also available at the Android™ Market. Coming soon: AML School and AML College at the Android Market.



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