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June 2010

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PDF**From the Editor**

Dialog starts June off with a bang! In North America we're anticipating the Special Libraries Association (SLA) Annual Conference June 13-16, where we'll be participating in the many ProQuest- and Dialog-sponsored events and speaking presentations — and hopefully seeing many of you! At SLA, you'll have the opportunity to learn more about the new Dialog/DataStar platform, during "The New Dialog" part of the SLA Strategic Technology Alliance Series. Be sure to visit us at the ProQuest/Dialog booth, #703.

In Europe, we hope to see you at the Dialog Forum in Paris on June 10.

Register to attend this half-day event for an introduction to release 1 of our new product with a focus on scientific discovery. Learn search tips and techniques and much more.

Also in this issue take advantage of the discounts on Alerts in pharmaceutical industry and drug pipeline news sources and Professional ABI/INFORM Complete™ for Dialog customers. Read articles from our experts, and, of course, try Dialog Global Reporter, the free file for June.

Join us at SLA 2010!

As a top sponsor and conference partner of the Special Libraries Association (SLA) for 2010, Dialog and ProQuest offer many opportunities for networking, training and learning more about

Dialog, DataStar and ProQuest. Check your program for event times and locations at the SLA 2010 Annual Conference in New Orleans, Louisiana, June 13-16, 2010.

Where you can find Dialog and ProQuest at SLA

Be sure to attend one or all of the Dialog/ProQuest-sponsored SLA activities or speaking events:

- Champagne and special awards reception honoring the Roger K. Summit Scholarship recipient, InfoStars and Australia & New Zealand Chapter Information Professional of the Year Awards on Sunday afternoon, June 6, sponsored by ProQuest and Dialog
- Opening General Session and Awards Presentation with Suzanne BeDell presenting the SLA Member Achievement award
- Rising Star and SLA Fellows Roundtable, with Libby Trudell on panel Monday morning
- Being Nimble and Thinking On Your Feet, with Bill Wickham on panel Monday afternoon
- Hot Topic: "Does Taxonomy Matter in a New World of Search and Discovery?" Tuesday morning. Speaker: Suzanne BeDell
- SLA Strategic Technology Alliance Series: "The New Dialog" Tuesday afternoon. Speaker: Lynn Christie
- Closing General Session: "The Big Switch," sponsored by ProQuest and Dialog.

Also, mark your calendar for some of the more than 20 ProQuest- and Dialog-sponsored division events, and drop by the Dialog-ProQuest booth #703. We look forward to seeing you!

SPECIAL LIMITED TIME OFFER! 50% off all Alert profiles for key pharmaceutical industry and drug pipeline news sources

You still have until June 30 to enjoy a 50% discount on all daily, weekly or monthly Alerts profiles for pharmaceutical and related industry news sources on Dialog® and DataStar®. Take advantage of this great opportunity to assess needs, set up new Alerts and refine or expand existing profiles!

[Subscribe here](#) →**Contents****From the Editor****Join us at SLA 2010!**

SPECIAL LIMITED TIME OFFER! 50% off all Alert profiles for key pharmaceutical industry and drug pipeline news sources

Free File of the Month — Dialog Global Reporter

Remember when...

Discover: Scientific, Technical and Medical

Validate: Intellectual Property Content Updates

Market: Business & News Content Updates

Learn about Proquest**Smart Searching****Announcements****Events****Training****Documentation****Quantum²****Search Techniques****Dialog Search Tip****DataStar Search Tip****Learn about ProQuest****Add depth to prior art searching with ProQuest Sci-Tech content**

One of Dialog's greatest strengths is its vast patent and trademark collection and non-patent literature. Attorneys, patent agents, consultants, legal researchers and paralegals rely heavily on the 19 dedicated patent files. Prior art searchers count on Dialog's large number of non-patent science and technology files. Indeed Dialog contains more than 110 million chemical substances, 239 million scientific and technical literature abstracts, beyond the 144 million plus patent records from some 80 patent-issuing authorities.



Now, prior art searchers can go further and take advantage of the powerful *deep indexing* in ProQuest's CSA Illustrata™. Here researchers can uncover data hidden in tables, graphs and charts in these non-patent literature sources. Within CSA Technology Illustrata and CSA Natural Sciences Illustrata, tables, charts and graphs are indexed so users can locate relevant research with pinpoint accuracy. Traditional article-level and full-text searches do not ordinarily

capture information within images.

- Adis Newsletters (File 428, ADPR)
- DIOGENES® FDA Regulatory Updates (File 158, DIOG)
- ESPICOM Pharmaceutical & Medical Device News (File 441, MDNE)
- IMS New Product Focus (File 446, IPLL)
- NewsRX Weekly Reports (File 135, RXNS)
- Pharmaceutical News Index (PNI®) (File 42)
- Prous Science Daily Essentials (File 458, 459, PRES)

If you need assistance in setting up Alert profiles, contact our [Global Customer Support](#) team. You won't want to miss the chance to take advantage of this special offer through June!

Free File of the Month — Dialog Global Reporter



Do you need to investigate economic climates, track competitor moves, identify industry developments or monitor new products—just for starters? Then you should be searching Dialog Global Reporter ([File 20](#)), the Free File of the Month

for June. A comprehensive global news source, File 20 covers the leading newspapers, business magazines and newswires from all regions of the world, including emerging markets.

Containing more than 63 million records, Dialog Global Reporter shows its diversity — from marketing and banking to the European Union to aerospace and defense, engineering and automotive to biotech, retailing and computers, to name just a few. This English-language database contains full-text articles for a majority of the English-language sources. Abstracts are provided for non-English articles.

Some contributors of premier sources include Chemical Business NewsBase (CBNB), and key international newspapers (United Kingdom: *The Guardian*, *The Independent* and *The Observer*, elsewhere, e.g. *India Today*, *China Post*, *Japan Corporate News*).

Using Dialog Global Reporter

A few titles and sources illustrate the diversity of content a pharmaceutical searcher, for example, could find in Dialog Global Reporter:

- "Merck opens second research center" from the *Korea Times*
- "Authority sets aside patent, gives hope to patient groups" from the *Times of India*
- "Blockbuster drug under scrutiny" from a company report in Chemical Business NewsBase
- "India's Glenmark Pharma settles patent litigation with Merck" from Asia Pulse
- Q1 2010 Chugai Pharmaceutical Co., Ltd. Earnings Conference Call — Webcast — Final from Fair Disclosure Wire
- "Swiss co Roche loses patent on anti-viral drug Valcyte" from Economic Times

Learn more about the database in the [Overview](#) of Dialog Global Reporter. Throughout June, explore this file up to \$100 for free (either DialUnits or Connect Time). Output and Alerts charges are not included. On June 3 and 9, attend overview sessions on "Finding Worldwide Business Intelligence and News on Dialog Featuring Dialog Global Reporter ([File 20](#))."

Remember when...

Dialog introduces the RANK command

In February 1993, Dialog introduced the RANK command. Why is this important, you may ask? RANK acts as an analytical tool providing the ability to perform trend or statistical analysis on an existing search set of Dialog records. This simple yet powerful command extracts terms from a specified field (e.g., patent assignee, sales data) and lists the records in the set in ranked order, with the most highly posted record appearing first. RANK was also available when searching multiple databases in OneSearch®—an exclusive with Dialog!

Dialog users welcomed this command for competitive, market and patent analysis, locating experts and much more. The possibilities appeared endless: finding companies holding the most patents for hair-coloring products, identifying a company's R&D efforts, locating the most frequently cited author in a subject or finding additional terms for a search strategy.



Add to this ProQuest Dissertations & Theses (PQDT), the world's most

comprehensive collection of full-text dissertations and theses. The database contains some 2.7 million dissertations and theses citations from 1861, with more than 1.2 million full-text dissertations from 1997 forward available for download in Adobe® PDF. With more than 1,000 new graduate works added to the database each week, this database reaches into the past, present and future of discovery to help you validate the novelty of your inventions or uncover prior work before investing in something that has already been tried.

Special Offer 25% discount on new subscriptions to Professional ABI/INFORM Complete on ProQuest



Through July 31, 2010, Dialog customers

will receive a 25% discount on new subscriptions to

ABIProfessional /INFORM Complete on ProQuest. Searching and finding relevant data is easy, even for novice searchers, using ProQuest's award-winning search technology and interface, with robust indexing, Smart Search®, Browse Tab, Content Alerts, RSS Feeds and more.

Contact your Dialog account manager for additional details or call the Global Customer Support Team at 1-800-334-2564 (North America) or +00 800 33 34 2564 (Rest of World) or by [email](#) for more information or to request a [free trial](#).

Smart Searching

Take advantage of database features in IMS Company Profiles

An invaluable tool when researching the world's major pharmaceutical companies, IMS Company Profiles ([File 449, IPCP](#)) was reloaded and enhanced just two years ago with cost-saving features. The database contains detailed information on each company's strategic and therapeutic focus, patenting and licensing activities and future products. A full-text company profile database, each record retrieved on Dialog is a page from a larger report, much like the full-text market research reports. The company name is on the Main Title (MT=, /MT) field. RANK the Section Name (SE) to choose sections to view, without having to buy the whole report.

Cost-saving features include:

- Current company profile only; updated profiles replace superseded records
- Monthly refresh — no archive

Dialog has been a leader in innovation throughout its history. Seventeen years ago, well before the Internet was a household word, Dialog was creating powerful search innovations. Today, we continue to offer innovative new services—watch for the new Dialog platform coming soon.

Discover: Scientific, Technical and Medical

IPC codes in Inspec on Dialog

Inspec®, the Database for Physics, Electronics, and Computing ([Files 2, 3, 4](#)) from the Institution of Engineering and Technology, will be reloaded and available to Dialog customers this month. The reload will include the following enhancements:

- *International patent classification (IPC) codes applied across the backfile.*

IPC codes will be applied across the backfile (1969 to present). These codes have been added to new documents from January 1, 2010, and will now be extended back into the archive.

Inspec is mapping its own indexing schemes to the WIPO IPC scheme enabling them to assign IPC codes to relevant records. Initial trials indicate about 75% of new Inspec records will contain IPC codes, and the average record with these codes will have two assigned to it.

- *Affiliations*

Where applicable, an author will be linked with more than one affiliation. Previously, only one affiliation per author was given.

The importance of IPC codes for prior art

by Ron Rodrigues, *MLS, senior content specialist*



Ron Rodrigues

The International Patent Classification, Edition 8 (IPC8), is a classification system created and published by the World Intellectual Property Organization (WIPO). The IPC8 is used by just about all patent databases. However, not many non-patent databases contain IPC8s. Several Dialog non-patent technical literature databases do contain IPC8s, mainly for patent records:

Inspec® ([File 2](#))

- TULSA™ (Petroleum Abstracts) ([File 87](#))
- Energy Science and Technology ([File 103](#))
- PASCAL ([File 144](#))
- AGRIS International ([File 203](#))
- RAPRA Polymer Library ([File 323](#))
- CA SEARCH®: Chemical Abstracts® ([File 399](#))

Inspec (File 2) will soon have IPC8 codes added to 75% of its more than nine million records. Read the article on IPC codes in Inspec in this issue, and enter HELP NEWS 2 online for more details.

IPC8s provide a common thread between patent and non-patent technical literature (NPL) databases. Databases like Inspec make it easy to gather records with the same IPC8 classification for any patent of interest. Furthermore, you can limit the records to those published prior to a patent's priority date. The implementation of IPC codes will be a valuable tool for the prior art searcher, allowing the ready clustering of relevant non-patent literature within the same familiar code structure used for patents.

Here's how

Use this technique in the following databases to locate the NPL published prior to patent US 6913722b, which has a priority date of 1999-06-01.

Command	Description
b 2, 87, 103, 144, 203, 323, 399	Begin one or as many databases as needed.
E IC=B41J	Expand on the desired IPC code. Expand on the desired IPC code (e.g., inkjet printers).
S E3	Select line E3 for all papers or any other code for more specific topics.
RD	Remove the duplicates if you're using more than one database.

▪ Profiles amended since the last annual edition was released containing a Section Name (SE) page indexed as PROFILE UPDATES

- RANK SE CONT. Enter ALL to view the complete list of sections

For example, get the latest update on Johnson & Johnson; find R&D developments.

[BEGIN 449](#)

[EXPAND MT=JOHNSON & JOHNSON](#)

[SELECT E3](#)

[RANK SE CONT](#)

[ALL](#)

Look for a section called Profile Updates and enter the RANK number, e.g. 32. Enter the desired RANK numbers for R&D Profile listed by therapeutic groups, e.g. 33-44. EXIT;Y;EXS

[SELECT S1 AND Sn](#) (n represents the final search set).

Announcements

Free File of the Month

Due to a schedule change the free file for June is Dialog Global Reporter ([File 20](#)). Read the complete article and review the [Overview](#) for File 20 in this issue. *Heads up* — the free file for July will be Chinese Patents Fulltext ([File 325](#)).

Chinese patents direct export to Innography

Chinese Patents Fulltext (File 325) has been added to the list of Dialog files available for direct export to Innography. Read the [article](#) in the April *Chronolog* to learn how.

Events

ALA Annual Conference

We hope to see you June 24-29 in Washington D.C. at the American Library Association (ALA) Annual Conference!

Training

Training schedule

Check the training [Website](#) for upcoming Webinars highlighting Dialog's large collection of resources in all subject areas. Put these sessions on your calendar:

- **Finding Expert Witnesses on Dialog** (June 8) — covers databases and techniques for finding potential experts for different subjects

- **Patents 101** (June 15) and **Patents 102** (June 17). Ron Kaminecki, the "patent guy" provides background on patents and terminology in Patents 101, and the patenting process, types of patents and the role of patent searchers in Patents 102.

Documentation

If you have not done so, take a look at

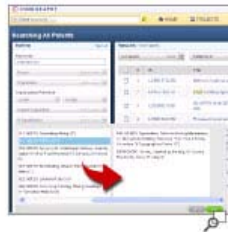
You can also select the RANK numbers for more focused topics covered by the IPC8 category for inkjet printers.

Other options include RANKing the records by Author to determine expertise and relationships between authors and inventors, or by Corporate Source to understand a company's pattern of collaboration or location of research, or in the case of Inspec, by Treatment Code, which allows you to distinguish between the various levels of research, e.g., General Review, Theoretical, Applied or practical research.

Innography makes it easy

Innography, an analytic and visualization tool, complements the precision IP searching of Dialog as an analysis post-processor. Innography makes it easy to determine specific IPC8s for any given selection of patents.

With Innography, you can collect and analyze individual or collections of patents that can be further refined by IPC codes. In this example we see the IPC8 for inkjet technology, i.e., B41J. Now it's easy to find and analyze NPL published prior to or since the patent of interest's priority date.



Validate: Intellectual Property Content Updates

Retirement of DWPI First View (Dialog — File 331)

The *Derwent World Patents Index First View*SM (*DWPI First View*SM) (File 331) database will no longer be available after July 30, 2010. The final update (201040) will be made on approximately June 25, and the file will then remain static until July 30, allowing users to retrieve any saved search results. During that period, users may see duplicate results between searches run on both *Derwent World Patents Index*[®] (*DWPI*SM) (File 351) and *DWPI First View*, as we no longer will be removing records from *DWPI First View* when they are input into *DWPI*. Following the retirement, Thomson Reuters will continue to work on the remaining patents in the file, which will be loaded into *DWPI* as the value-added abstracts and indexing become available.

DWPI First View was launched in 2004 to provide faster access to data from new patents not yet available in the main *DWPI* database. In recent years, however, significant improvements have been made to the timeliness of *DWPI*. On average, records are now being loaded within 15 days of publication date. While the *DWPI* timeliness improvements greatly benefit users, they also impact the content and size of *DWPI First View*. The amount of time patent records are stored in *DWPI First View* has been considerably reduced, as well as the overall size of *DWPI First View* in terms of the number of patents in the file at any particular time. These factors have diminished the value of *DWPI First View* for customers.

The main *DWPI* database will not be affected by this change, and records will continue to be produced as normal. Alerts running in *DWPI First View* can be migrated to the main *DWPI* file to provide a continued alerting service. Please contact the [Global Customer Support](#) for details.

New coverage in DWPI — French Granted Patents

The coverage of France in *Derwent World Patents Index* (*DWPI*) (File 351) has been enhanced as of May 2010 with the inclusion of French Granted patents (FR B), adding to the existing coverage of French Applications in the file. The Granted Patents mainly will be equivalents within the *DWPI* patent family. The first records to be processed will be those published in January 2010, and they are expected to be included from *DWPI* Update 201029.

A catch-up plan will be implemented over subsequent *DWPI* updates to bring the timeliness of the coverage into line with the French applications.

The table below details the new coverage of Granted patents and the existing coverage of Applications.

Document description	Kind Codes	Raw patent number	DWPI patent number	Raw application number
Granted patents (new)	B1, B2, B3, B4	2922642B1	2922642B1	0707327

Just click a tab to find all support material, training classes, search aids, "What's New" and account information — all from the same page. You'll want to bookmark this page!

Quantum²



Celebrating our Information Professionals at SLA in New Orleans

As noted in our schedule of SLA events, we will be honoring a new selection of Quantum² [InfoStars](#) to add to our expanding [gallery of stars](#), as well as our newest SLA Australia and New Zealand Chapter Information Professional of the Year! If you are in the INFO-EXPO hall on Sunday at 3.00 p.m., join us in Booth #703 to toast their success.

These information professionals are inspiring examples of achievement, creativity and innovation. They embody the future of information services.

Search Techniques

Dialog Search Tip: Finding Canadian companies

How do I find Canadian companies with sales of \$60 million or more U.S. dollars whose ultimate company is in the United Kingdom? I need to report the U.K. company name, the Canadian company name, the Canadian city and the sales for the Canadian company.

This sounds like a complicated question, but Dialog and Dun & Bradstreet have made it quite easy not only to quickly gather this data, but also to create a professional-looking report. Recent enhancements to the Dun & Bradstreet files with D&B WorldBase[®] mean you can accomplish this right in D&B WorldBase[®] — Canada (File 520).

Use the following summary as a model in any D&B file for your geographic area of interest.



DataStar Search Tip: Using RSS for Alerts

To set up an Alert in RSS in DataStarWeb, run your search; then click "alerts" in the menu bar. Click "RSS" from among the delivery options shown. Enter one or more e-mail addresses to which the RSS URL should be sent. You may also add a name for the RSS channel. You must install feed "readers" or "aggregators" to view the content in RSS format. Every time the Alert runs, you will receive an e-mail containing a link that must be pasted into an RSS reader. Use your reader's display options to view a title list of documents in your Alert, full documents, or save them to folders.

Applications (existing)	A, A1, A2, A3	2937496A1	2937496A1	0956584
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Note: FR-E (Additions up to 1969) and FR-M (Medicaments up to 1979) were previously covered in *DWPI*.

A Proximal and a Distal Tip

by Ron Kaminecki, MS, CPL, JD, director, IP segment, U.S. patent attorney



Ron Kaminecki

"Be careful how you're wielding that knife," he said offhandedly.

In last month's column, I talked about prioritizing items before entering them in a search such that the most important ones are entered first, which may save you from having to enter the other terms. Here I'll continue with another way of combining concepts — the combination of "facets" of a search, which is based on some earlier theories on searching.

This prioritizing technique is used in everyday life.

Whenever I feel like cooking something, I look for the main part of the meal first (like steak) and then purchase a medley of vegetables to go along with the protein. If I like the poblano peppers at the store, then I combine other vegetables that would be appropriate for a Mexican dish, and if the peppers don't look appetizing, then maybe it will be just a steak on the grill with corn on the cob and a baked potato, or maybe just a lot of vegetables to complement the meat in a stew. Thus, the main part of the meal determines the accompanying veggies and starch.

The chef's criticism of the cooking student's handling of vegetables made the pupil stew.

Sometimes you're just in the mood for a stew; so, you pick up some protein that will withstand hours of slow cooking, and you pile in as many vegetables as possible — some veggies, like carrots, celery and onions (mirepoix, from France, for example) — just as you might consider grouping together certain concepts in very small groups when creating your search strategy.

Some patent searches will involve numerous terms and typically a searcher feels obligated to use every one of them. But, ANDing together too many concepts can quite often lead to zero hits. If it does, then the tendency is to drop one of the important concepts. For example, finding patents on, "Protection from radiation from high-voltage overhead lines in the prevention of cancer," could be broken up into as many as six or so concepts. But, if you were to enter each of these six concepts (protection, radiation, high-voltage, overhead lines, prevention, cancer) and then AND them together, you may miss essential hits. Even fleshing out the concepts (cancer OR neoplasms, protection OR shielding, radiation OR irradiated or ionizing, etc.), and then combining them all together may still miss good hits.

"Just watch what I'm doing with my finger," he said pointedly.

So, consider this approach: whenever you have a long list of concepts, first prioritize the concepts from most important to least; then combine them together, but only two concepts at a time. In this example, select the first two most important concepts and combine them together with an AND, then repeat with the next two most important concepts. The result will have several sets (in this case, three) that illuminate particular facets of the problem. These facets can be ORed together to yield one large set that covers each facet of the problem. This combining concepts together in groups of two and then ORing them together allows you to find peripheral hits that may be of interest without having to worry about being too narrow. Thus:

```
SELECT CANCER AND OVERHEAD(W)LINE?
SELECT RADIATION AND PROTECT?
SELECT PREVENT? AND HIGH(W)VOLT?
SELECT S1 OR S2 OR S3
```

So, instead of one statement which may yield zero hits, we end up with a set containing certain specific facets of the search. This could be critical to finding not only peripheral art, but also instances in which patents cover the invention you are looking for but in which obscure terms are used to identify it. And, this could lead to related prior art that might have been missed if you simply combined all of the concepts together at once. And yes, there's a difference between a steak dinner with a baked potato and a bowl of stew.

Whenever new Alerts for a channel are available, you will receive an e-mail containing a link. The Alerts are kept in the repository for 30 days; the RSS URL to "pick up" your Alert documents is valid for that period. You can also have ad-hoc search results DELIVERed to view in an RSS reader. **Note:** RSS in DataStar Classic is a format option of Internet delivery for both Alerts and DELIVERS. Enter document type "S" to receive RSS documents.

Why use RSS for Alerts?

RSS is a tool not only to receive Alerts and other news, but to manage them. From the user perspective, instead of getting news jumbled in with regular e-mail and spam, an RSS reader offers tools for organizing feeds into folders and for keeping them all in one place for easier review. In short, it's simply a more efficient way to keep up with what's happening in an area of interest. From the administrator's perspective, the DataStar RSS option in Alerts and Delivers makes it easy to push critical information to users in a format that is convenient, or where RSS is a standard.

Keeping you up to date on China



China, the most highly populated country in the world, continues to emerge on the global stage as an economic powerhouse. It has increased the number of patents filed, R&D articles written, amount of money invested in environmental technologies and much more. And, China has been on Dialog's mind too. With the launch of Chinese Patents Fulltext ([File 325](#)) Dialog has 3.5 million, never-before English-translated Chinese patents. But, that's not all. Dialog also has information on Chinese companies, as well as business and industry news, about this influential giant.

Find the company

If you are looking for private companies in the People's Republic of China, Mergent™ China Private Company Database ([File 558](#)) can help you. The file contains names, business descriptions, product and brand names, executives, and for many companies up to three years of financial data. Innovative companies, such as: Huawei Technology Co, Ltd., a top communications equipment company located in Beijing that rivals Ericsson and Nokia Siemens; BYD, the Chinese car and battery maker working on energy-efficiency and Baidu On-Line Network Technology Co. Ltd., with its Chinese search engine product are just a few of the important companies appearing in File 558. Industry databases like Cengage/Gale PROMT® ([File 16](#)) or Trade and Industry Database™ ([File 148](#)) and Business & Industry™ ([File 9](#)) keep you abreast of new products and business dealings from companies like Huawei with its next generation Long Term Evolution (LTE) networking technology, and BYD and its electric vehicles and new headquarters in Los Angeles.

What's in the news?



News sources such as *China Daily.com*, *China Post* and others from Dialog NewsRoom ([File 990](#)) bring you the news of companies, economics and industry from China. For example, a news article from *China Daily.com* indicates China has seven brands in the top 100 global brands according to the recent Brandz Top 100 Most Valuable Global Brands 2010 survey. China Mobile heads the list in eighth position with a brand value of \$52.6 billion. Others include Bank of China, PetroChina, Baidu, the China Internet search engine company and China Merchants Bank. Global Reporter ([File 20](#)), updated multiple times per day, contains more than 2.2 million records for GN=China (Also 190082 for GN=SHANGHAI and 329019 for GN=SINGAPORE etc.), and is searchable by CO=/CO. In addition, World News Connection ([File 985](#)), also updated multiple times per day, is a good source for China news and other information and also offers a company name (CO) search.

No matter what country you are targeting for business development, Dialog can provide the company profiles, business, economics, country information and news you need to feel confident when *your* company looks to open a new market.