LAPL
ELECTRONIC RESOURCE
OF THE MONTH!

June 2014

HOW DO I FIND *Business Insights: Essentials?*
In-Library and Home (Remote Access with a valid LAPL Library card)
Business Insights: Essentials is available online at all LAPL locations and remotely from the LAPL website within the **Research & Homework** alphabetical online resources list and under the subject categories of *Business* and *Company Information.*

DESCRIPTION:
Business Insights: Essentials is designed to find up-to-date information easily on U.S. and international companies, industries and more in the context of timely news, statistical data, and in-depth reports with the ability to search across multiple data types from a single search box. Use Basic or Advanced Search to define search topic. Three main sections appear on the home page:

- *Compare Companies* – to analyze key metrics and compare companies and industries using company profiles, proprietary private company database, and fundamentals comparison tool.
- *Generate Lists* – develop lists of key competitors by industry or location, and sort them according to revenue and other metrics using the company finder. Quickly modify, filter, or export your list.
- *See What's Inside* – powered by a frequently updated and curated collection, deep research coverage combines with scholarly journals, business news, and more. Discusses differences, Search Tips and FAQs in transition from Business & Company Resource Center to Business Insights. Contains fact sheet with list of the resources available, **Video Tutorials access is under the Transition Tools tab**: *Exploring the New Interface*, *Performing a Company Search*, *Performing an Industry Search*, *Performing an Article Search*, and *Performing an Advanced Search.*

HOW TO BEGIN:
Take a few of the short **Video Tutorials** mentioned above that are found in *See What's Inside* to get a better understanding of how the resource works. For more details, access the **Help** file located in the upper right hand corner of the page.

►**Company Search example**:

Results return in a single results list: company or industry profiles first, then links to brands and articles regarding search term. On the left are limiters by content types, publication titles, or related subjects. [Tip: To export up to 500 results, click *Download as CSV*.]

Results:

Displaying 1 - 50 of 2,145   << first < prev **1** 2 3 4 5 6 7 8 9 10 next > last >>   Sort By: [Publication Date ▽]

Company Histories (2)

Journals (10)

Market Share Reports (23)

Rankings (34)

Company Profiles View All...

⭐ Kitchenaid Inc.

Company Profile, Gale Business Insights Online Collection, 2014

Wholesale: Electrical appliances, television and rad

📈 Sales: $499,600,000
📈 Employees: 16,700
📈 Sales Per Employee: $29,916

Rankings   News

- Articles **Sort By**: Publication date, article title, publication title or relevance.
- Click **Profile** title for more info: related companies, contact info, NAICS, officers.
- Click 📈 icon preceding subject items to create automatic individual charts.
- Click **Table** on tool bar to change information into a table format.

   Tool bar tabs above the search box help to develop and refine a search:

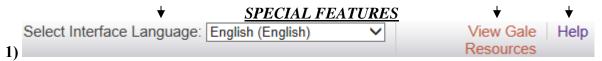| Home | Company Finder | Industries | Saved Items (0) | Search History | Glossary |

Home – click to return to the home page.

Company Finder -build a list of companies based on a combination of criteria you select using the State, City, SIC, NAICS, Revenue, and Employees tabs. Click Update after each selection. Multiple selections per category are possible.

Industries –a general alphabetical list of various industry classifications or categories with descriptions, click to discover to discover Key Information (total number of companies, employees, annual revenue, sales per employee, NAICS) and list of Top Company Names with revenue. Depending on subject, there may be Industry Essays or other descriptive information.
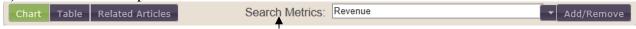
Saved Items ( ) –saves here all articles and items you saved or "starred" ⭐ , so you can retrieve them easily. The number of saved items will show within the parenthesis.

Search History –click here first before beginning a search to keep a record of the session.

Glossary -a searchable list of common and unfamiliar business terms.

                              SPECIAL FEATURES

Select Interface Language: [English (English)   ▽]   View Gale | Help
                                                                 Resources

1)
Use the dropdown to select the user interface support language and/or article level translations.

2) *View Gale Resources* lists other Gale database resources.

3) *Help* describes 28 functions within Business Insights: Essentials and how they work.

4) *Readspeaker* (text to speech capabilities). Click on 🔊 Listen ▶ , top left of article.

5) Comparison Charts tabs appear to select, either *Companies* or *Industries,* when cursor is moved under Home tab. View statistical data for a single company or compare two or more companies or industries.

6) Tool bar for Comparison charts to add or remove items.

| Chart | Table | Related Articles | Search Metrics: [Revenue   ▽] Add/Remove |

7) Search Metrics –can change contents by number of companies, employees, revenue, and sales.

8) 📈 -click on icon when in front of a subject to create a chart.

9) ⭐ 🖨 💾 📋 Share click appropriate icon to save, print preview, generate PDF, or use citation tool.

10) 🖨 Preview 🖨 Print 🖨 Exit Print and 🖨 ⬇ Print & Export raster or vector image icons.