

Business Insights Helpsheet

Business Insights has about 400 reports on the Consumer Goods, Energy, Finance, Healthcare, and Technology industries. **NOTE:** It is only available to members of the School of Management.

Access

- Access from anywhere requires the Business Insights Username and Password, which can be found by logging in to the Staff/Student Portal on the School of Management web site
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Getting started

- From the Library home page, click on Online Databases and then find the link to Business Insights in the list of databases
 - Or go directly to <http://www.globalbusinessinsights.com/rbi/login.asp>
 - Type in the **Business Insights** Username and Password and click on **Log in**
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Search types

- **Browsing**
 - **This gives you access to the reports which are included in our subscription, with the most recent at the top of each list**
 - Towards the right hand side of the screen, **Click here to show ALL purchases**
 - At the top of the screen, click on the relevant industry
 - Consumer Goods
 - Energy
 - Finance
 - Healthcare
 - Technology
 - For each industry
 - Towards the right hand side of the screen, click on **Show All**
 - On the right hand side of the screen, click on **PRODUCT LISTING** to see the report titles grouped by various sub-categories
 - **Searching**
 - **This also gives details of reports NOT included in our subscription**
 - On the left hand side of the screen, type your search term in the **SEARCH OUR DATABASE** box and click on **GO**
 - The search engine will return a list of results, sorted by Relevance
 - The list can also be sorted by Publication Date
 - To search for a phrase, use quotation marks e.g. **"biotechnology companies"**
 - Combine terms with **AND, OR** or **AND NOT**
 - e.g. ICT **AND** financial retrieves **ONLY** records with contain **BOTH** terms
 - e.g. drugs **OR** pharmaceutical retrieves **ALL** records which contain **AT LEAST ONE** of the terms
 - e.g. drinks **AND NOT** alcoholic retrieves **ONLY** records which contain the first term **BUT NOT** the second term
 - Use truncation e.g. **medic*** retrieves medical **OR** medicine **OR** medicines
 - The search engine initially looks only at the titles, descriptions and keywords of publications. If you want to perform a full text search, go to the bottom of the screen of results and **CLICK HERE FOR A FULL TEXT SEARCH**
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Results

- For reports which are part of our subscription, click on the title and then on **DOWNLOAD REPORT: PDF Format**
 - For other reports which are **NOT** part of our subscription, you will only get short summaries of the reports and the tables of contents free of charge. The full reports are available for purchase, but they are **VERY** expensive
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Downloading

- When the PDF version of a report is displayed, use the appropriate button on the toolbar in that window to save, print or e-mail it
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Help

- At the left hand side of the screen, click on **Help**
 - Contact your Academic Liaison Librarian
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Log out

- At the left hand side of the screen, click on **LOG OUT**