



# Business Insights

## Overview

*Business Insights provides detailed analysis and forecasts on several industries. Each report offers detailed analyses of major markets, examines the market dynamics, assesses the relative strengths and weaknesses of the key players, and provides forecasts for market size, growth, and composition.*

## Types of information

- **Industry information** (Industry reports: Banking, Beverages, Consumer goods, Energy, Financial services, Food, Healthcare, Information technology, Insurance, Pharmaceutical, Utilities)

## A. Getting started

1. On Campus : Go to [www.imd.ch](http://www.imd.ch), select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Business Insights** then click on **Direct access to: Business Insights** at the top of the description.
2. Participants off campus : Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Business Insights**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Business Insights**.

## B. Searching

There are three ways in which you can search this database :

- **select** one of the industries listed in the “List reports by industry”
- **type** your chosen topic in the search box at the top left hand-side



- **click** one recently viewed report

## C. Displaying results

1. The way in which the reports are displayed depends on how you have searched the database.
2. If you have selected one of the five industry topics, the results are published with the latest reports appearing first. Click on the title to display all the information related to the report. In the **Report view tab**, you have different options :



- > In **Browse & Search** you can open every single chapter separately.
- > In **Figures**, you have a direct access to all the figures that you can download and copy directly in Word or PowerPoint files.
- > In **Tables**, you have a direct access to all the tables that you download directly in Word or Excel.
- > The **Split Screen** tab allows you to display two screens and play with them.
- > The **Translate** tab gives a translation tools from English into German, Spanish, French, Italian, Portuguese, Russian, Chinese, Japanese and Korean.
- > Click on the **PDF** tab to download the whole report.
- > The **Cut your own** gives you the opportunity to select parts of the report and download them directly into World, Excel, PowerPoint or Acrobat.

- If you have searched the database by using the search box, you will get a list with the **Most relevant report sections**. On the right hand-side, you also have the list of the **Reports with the most matches**.

Use the left hand-side menu to modify your search or choose a specific feature or industry.

## D. Marking and Saving

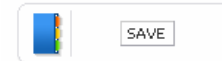
- The simplest way to save a report is to use the **PDF** tab and download the whole report.
- You can also save chapters and sections :  
-> in the **Browse and Search** tab, when you click on the title of a chapter or a section and it has been displayed, you have the printing and saving options at the top of the page.



-> when you use the **Cut your own** tab and a chapter or a section is displayed.

- Figures** and **tables** can also be saved and printed very easily when there are displayed in the corresponding tabs.
- In **Your personal library** tab, you can create your own account and manage your library of reports. It is useful to save your search results for your future reference or to share with someone else.


Then, when you **Cut your own report**, you can mark the sections you are interested in keeping and save them into your personal library by using the **Save** button.



## E. Printing

The printing options are the same as the saving ones. The whole document can be printed out of the pdf file and part of the documents or figures and tables can also be easily printed after having been displayed in the corresponding tab.

## F. Hints and tips

- On Business Insights home page you will find a 5 minute tutorial.
- If necessary, do not forget to use the help icons  on the top tabs menu.
- Some reports are not available with the IMD subscription. There is a red closed book in front of the report's title.



- If you have any problems using this databases please contact the Infodesk:

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