

Using the Internet and the Extranet as Tools for Business Intelligence Gathering

A Practical Workshop

Presented by: Jacob Bar

At the ProTon Europe - Netval Training School

November 22nd, 2006

Ferrara University, Italy

Schedule



9:00 - 10:30

Lecture



10:30 - 11:00

Coffee Break



11:00 - 13:00

Lecture



13:00 - 14:00

Lunch Break



14:00 - 17:30

Lecture

Schedule

Part A 10 minutes

- ◆ Explanations & introductory

Part B 2 hours

- ◆ Searching the Internet and the Extranet for business intelligence gathering - theoretical & practical session

Part C 1 hour

- ◆ Solving the problems which were assigned prior to the workshop.

Part D 3,4 hours

- ◆ ·Practical session - using ready-made generic formulas and the JBEngine , for Business Intelligence Gathering.

Part B - Searching the Internet and the Extranet for business intelligence gathering - theoretical & practical session

- Information sources in general and the Internet in particular
- How is information organized on the Internet?
- Internet versus Extranet
- Extranet characteristics & Extranet samples.
- Espionage versus legitimate intelligence Gathering
- Search engines and tools available on the net
- Google's basic search rules
- Locating information using Google search fields
- Locating Extranets
- Methodology for locating information from the internet

Part D Practical session - using ready-made generic formulas and the JBEngine, for Business Intelligence Gathering.

● The JBEngine concept

● Using ready-made generic formulas and the JBEngine, for Business Intelligence Gatheringsuch as:

- * Finding the commercial potential of an idea /products
- * Checking the uniqueness / novelty of an idea/product
- * Company information
- * Finding the players/competitors in a given market.
- * Finding the market size of a given product/technology
- * Finding the distribution channels of a given product/technology
- * Finding an expert in a given technology, to consult with

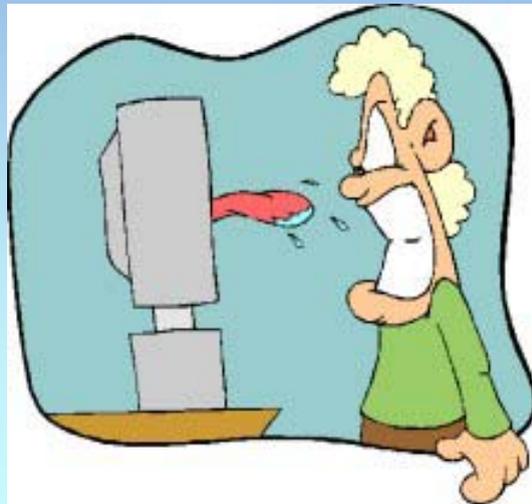
Introduction

A stylized black and white illustration of a hand holding a scroll. The hand is positioned on the left side of the scroll, with the index finger pointing towards the text. The scroll is unrolled and has a decorative, wavy border. The background is a gradient from blue at the top to light blue at the bottom.

The Internet is a multi-variable system altering it's shape, properties, tools, content and applications every second.

Introduction

There is no, and probably will not be any practical possibility that any user will be able to follow and comprehend all of the information sources, net implementations and tools in a reasonable time interval



Introduction

Today, the most precious resource for the manager is time. A fast, precise accurate, systematic methodology for locating information is needed.



Therefore.....

Workshop Objectives



 Introducing the problematic issues of information gathering from the internet and the ways one should deal with them.

 Defining what kind of information **we can find** on the internet and *what we can not find*.

Workshop Objectives



Providing you with a **systematic methodology** for quick, precise and effective gathering of information, without relying on the frequent changes that occur on the Internet every day and those which will occur in the future.

Workshop Objectives



 Conducting a practical exercise of information gathering from the internet aimed at solving your problems on real time.

Every participant will get the chance of asking questions and implementing the answers he will get.

The workshop's main purpose:



To provide you with the information and skills necessary to "build a fishing rod" that later on will enable you to catch your own "fish".

Part B - Searching the Internet and the Extranet for business intelligence gathering - theoretical & practical session

2 hours

The Internet is 35 years old, developed as an American military necessity in case of a total nuclear war.

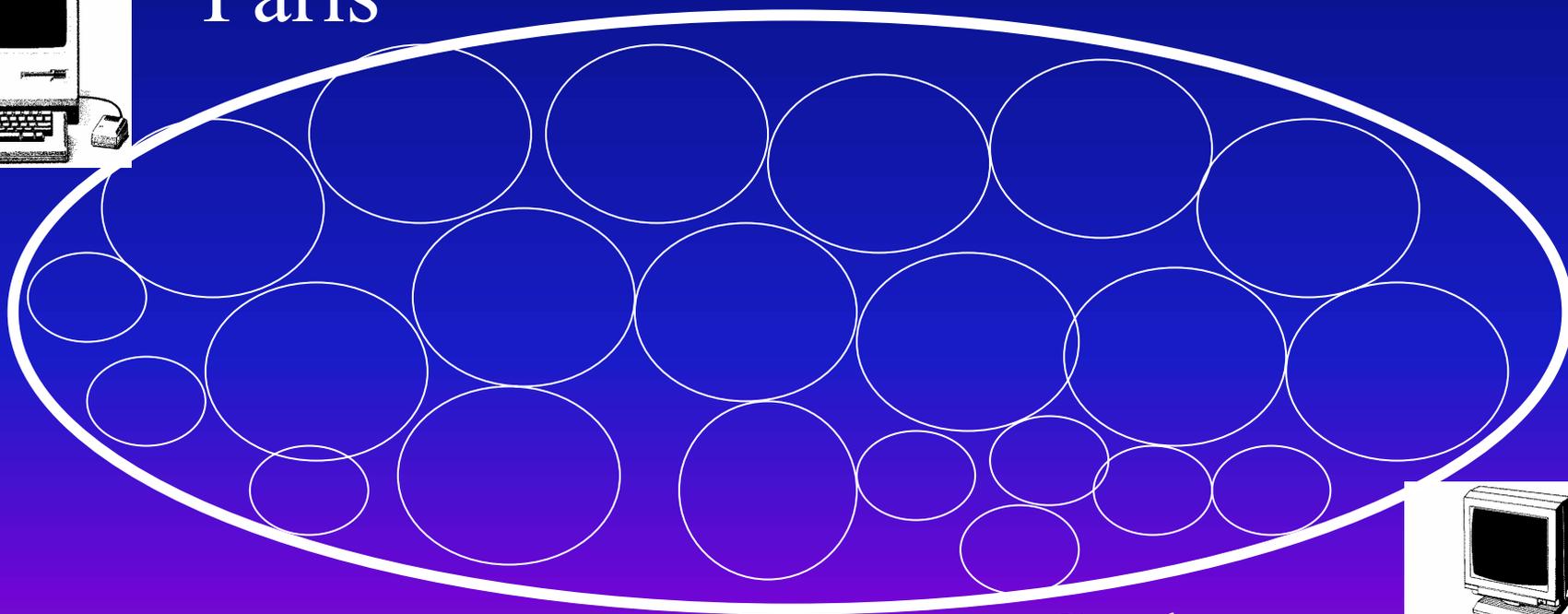


What is the Internet?

The Internet is a network of networks consists of millions private and public networks (as of today) connecting among 550 million computers of different types, operating systems and different information content, from almost every corner of the globe.



Paris



Sydney



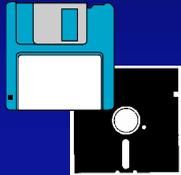
What is the Internet?

Networking and
communication
equipment



computer programs
utilities

Allowing the users
to communicate
(among themselves)



Information
within Files
of different
types

50 Billion files



Users

1 Billion



computers

550 million

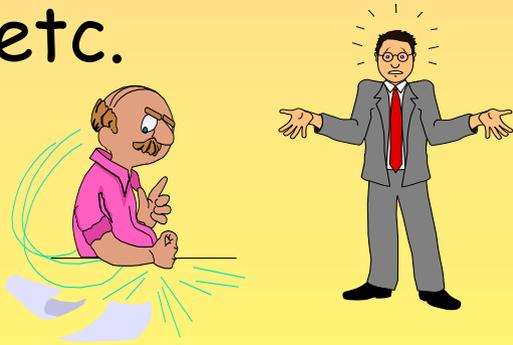


If you want to hide something
put it on the Internet

Information sources types

Information source types

Primary sources - are mainly people, responsible for creating information in a given field, either by their activities or words, which can be described by a written publications, radio, TV. etc.



Examples for a primary source: a person developing an idea or a product, an expert with knowledge on a given field.

Information source types

Secondary sources – those are the information sources describing the activities/knowledge created by the primary sources.

Examples: newspapers, market research reports, patents, annual reports, books, radio & TV programs.



Information sources on the Internet

-  The Internet is like a big bulletin board being used by companies, all kinds of organizations and private people to present what ever they would like to present on themselves.
-  As a matter of fact one can refer to the Internet as an endless source of secondary information sources.

Information sources on the Internet

● The internet gives us accessibility to information sources in a way that appeared only in our dreams not long ago.



The information sources on the Internet and how are they organized

Around **50** billion "pages" in different formats, located in over 100 million web sites available on the net.

Example of a page in html format

Google™

Web [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [Desktop](#) **more »**

Google Search

I'm Feeling Lucky

[Advanced Search](#)

[Preferences](#)

[Language Tools](#)



The source code of the page we saw in html language

```
<html><head><title>Google</title><base
href=http://www.google.com/><style><!--
body {font-family: arial,sans-serif;}
//--></style>
<script>
<!--
function setfocus() {
document.f.q.focus();
}
// --></script>
</head><body bgcolor=#ffffff text=#000000 link=#0000cc vlink=551a8b
alink=#ff0000 onLoad=setfocus())<center><IMG height=125
src="images/title_homepage2.gif" width=305 useMap=#map1 border=0
alt="Google"> <br><br>
<form action="/search" method=get name=f><table><tr><td align=center> <font
face="arial,sans-serif"><a href=/advanced_search><font color=#6f6f6f
size=-1>Advanced Search</font></a> - <a href=/preferences><font
color=#6f6f6f size=-1>Language, Display, &amp; Filtering
Options</font></a></font><br><input type=text value="" name=q size=55
maxlength=256><br><script> <!-- document.f.q.focus(); //--> </script><input
name=btnG type=submit value="Google Search"><input name=btnI type=submit
value="I'm Feeling Lucky"></td></tr></table></form>
<p><br><p><font size=-1>Google index: 1,060,000,000 web pages</font>
<p><font size=-1>New! <a href="stock_promo.html"> Stock quotes on Google</a>
- just enter a ticker symbol or company name.</font>
<p><br><p><font size=-1><a href="jobs.html"><font color=#6f6f6f>Cool
Jobs</font></a> - <a href=http://directory.google.com><font
```

The Information sources on the Internet and how are they organized

In addition the net contains information files originally coming from other sources (we will only mention those sources because of time shortage) , from which one can locate usable information

Examples :

- Around 4 billion letters in news-groups data bases

- Around 300 million weblogs

- Around 15 billion messages coming from 250,000 email newsletters (mailing lists)

The information sources on the Internet and how are they organized

- Around 900 million game files, software and utilities coming from FTP sites
- Around 300 million FAQ documents

Important comment:

The numbers quoted in the workshop are true as of today

The information sources on the Internet and how are they organized

The computer owners who are connected to the Internet come from:



Government institutions



Private and public companies



Various organizations



Personal web pages



Universities & research institutes

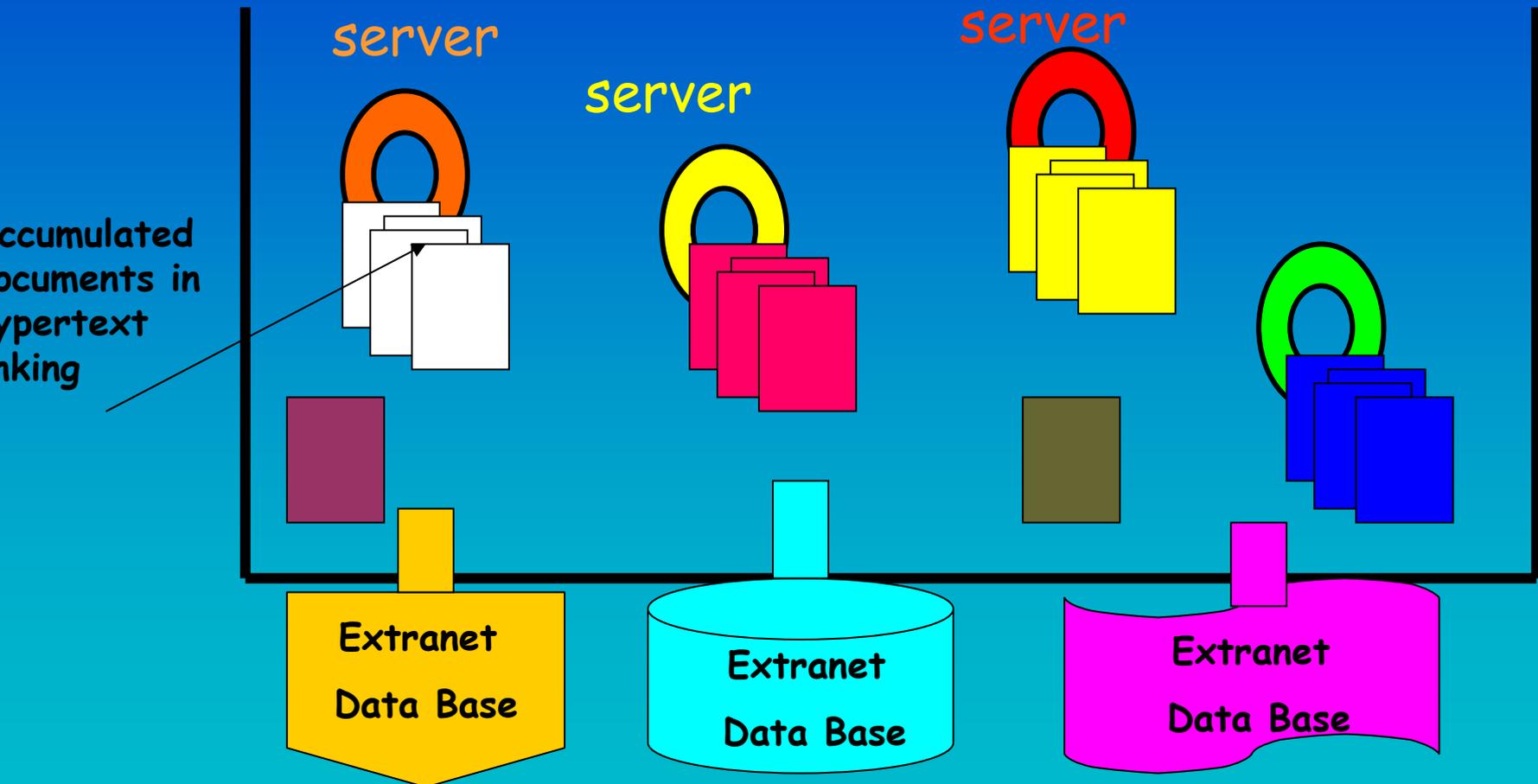
How Is the Information organized on the Internet?

For simplicity one can divided the information on the computers connected to the net into 2 types :

A collection of **50 billion** html files and documents accumulated on the web and linked together in hypertext connections, of which **40 billion** are indexed by all the available search engines).

Around **5,000 billion** Information records and files located inside around a million structured databases, these databases are called **Extranet / Deep Web / Invisible web**.

How is the information organized on the Internet?



The access of the universal search engines to most of the extranets is blocked by the extranets.

Therefore using the universal search engines like Google, AltaVista, MSN etc. to search for information in those extranets is impossible.

The universal search engine allows us to find only the extranets homepages

Examples for extranet databases

The Australian Manufacturers Extranet

<http://web.ai.com.au/search.php>

Australian Manufacturers Guide

Australian Business
on the Internet

Australian
Business Tradepoint

Australian
Wholesalers Guide

Australian
Services Guide

Welcome to Australia's definitive
Manufacturers business directory.

keyword search

Type in any word or words that relate to the company or product you wish to locate.

- ▷ Want to know more about how your business can benefit through a listing on our guide?
[Click here](#) for more information about the benefits and pricing.
- ▷ ai also assists businesses establish an internet presence by providing Custom Design, Domain Name Registration, Web Site Hosting, maintenance and ongoing service.



Who is AI?
Click here for more
information about AI.

Australian Manufacturers Guide

Search results for laser technologies/products.
The following records are not indexed by the big search engines.



The image shows a screenshot of the Australian Manufacturers Guide website. The header features a yellow background with a gear pattern and the text "Australian Manufacturers Guide". Below the header are four navigation buttons: "Australian Business on the Internet", "Australian Business Tradeport", "Australian Wholesalers Guide", and "Australian Services Guide". A search bar is present with the text "keyword search" and a "Search" button. Below the search bar, the text reads "Type in any word or words that relate to the company or product you wish to locate." The search results for "laser" are listed below, including:

Search Result for **laser**.

Melent Services Pty Ltd
General Commercial & Industrial Electrical Works, Data and Voice Cabling and Networks, Telephone Keyphone & PABX systems, Fibre Optic cabling and termination, Electrical Fire Detection and Evacuation Systems, EWIs & Public Address Systems,

Media Wholesalers
Media Wholesalers aims to provide the finest and most comprehensive computer consumables and telecommunications products to its surrounding community, businesses and resellers.

Barker Technics Pty Ltd
Supply and maintenance high performance camera radar systems, mobile and hand-held speed reading systems. We also supply people and bicycle counters plus intersection or turning counters

Prompt Sheetmetal Pty Ltd
Main Switchboards, Sub-Boards, Metering Cubicles, Modular Style Cubicles, Laser Cutting, CNC Punching, Powder Coating, Stainless Cubicles, Aluminium Cubicles, Consoles, Sheetmetal Fabrication, High Volume Work

Peacock Bros. Pty Ltd

The European Patents Extranet (over 4 million patents)

http://ep.espacenet.com/search97cgi/s97_cgi.exe?Action=FormGen&Template=ep/en/advanced.htm

**European Patent Office**

[Home](#) | [Contact](#) [English](#) [Deutsch](#) [Français](#)

[Learn more about search](#)

Quick Search

Advanced Search

Number Search

Last Results list

My patents list **0**

Classification Search

Get assistance ↻

Advanced Search

1. Database

Select the patent database in which you wish to search:

Database:

2. Search terms

Enter keywords (english)

Keyword(s) in title (in English):	<input type="text" value="voip"/>	plastic AND bicycle
Keyword(s) in title or abstract (in English):	<input type="text"/>	hair
Publication number:	<input type="text"/>	WO03075629
Application number:	<input type="text"/>	DE19971031696
Priority number:	<input type="text"/>	WO1995US15925
Publication date:	<input type="text"/>	yyyymmdd
Applicant:	<input type="text"/>	Institut Pasteur
Inventor:	<input type="text"/>	Smith
European Classification (ECLA):	<input type="text"/>	F03C7/10

Search results for voip patents. None of these patents are indexed (yet) by the big search engines.

Compact | [Print](#) 1 2 3 4 5 next

RESULT LIST [Refine search](#)

Approximately **412** results found in the Worldwide database for:
voip in the title
(Results are sorted by date of upload in database)
The result is not what you expected? [Get assistance](#) ↻

1	Method for determining VOIP gateway performance and SLAS based upon path measurements	in my patents list <input type="checkbox"/>
	Inventor: COLE ROBERT G (US); LANG HOWARD L (US); (+1) Applicant: AT & T CORP (US) EC: IPC: H04L12/26; H04L12/24 Publication info: EP1562327 - 2005-08-10	
2	METHOD FOR COLLECT CALL SERVICE BASED ON VOIP TECHNOLOGY AND SYSTEM THEREOF	in my patents list <input type="checkbox"/>
	Inventor: KWON EY-TAEG (KR) Applicant: KWON EY-TAEG (KR) EC: H04L12/58 IPC: H04L12/66 Publication info: EP1561321 - 2005-08-10	
3	IMPROVED BANDWIDTH EFFICIENCY CENTRAL DATA CENTER VoIP	in my patents list <input type="checkbox"/>
	Inventor: ANDERS JOSEPH CLIFTON; CHIN SEACOL Applicant: GLOBAL TEL LINK CORP (US) EC: IPC: Publication info: W02005067655 - 2005-07-28	
4	TELEPHONE WITH AUTOMATIC SWITCHING BETWEEN CELLULAR AND VOIP NETWORKS	in my patents list <input type="checkbox"/>
	Inventor: GANESAN VASUDEVAN (US) Applicant: HAVA CORP (US); GANESAN VASUDEVAN (US) EC: ▲ top IPC:	

An example for an Extranet database specializing in information on exhibitions and conventions worldwide.

<http://www.tsn.com>



SEARCH FOR EVENTS

Choose An Industry:

Enter part of the show name:

Select a Month:

Search by city:

State:

Country:

To view show details you must be a Registered user. Please [Login](#) or [Register](#).

The complex block contains a search interface for trade show events. On the left, there is a photograph of a busy trade show floor with people and booths. Overlaid on the photo is the text "SEARCH FOR EVENTS" in large, bold, black letters. To the right of the photo is a search form with several fields: a dropdown menu for "Choose An Industry", a text input for "Enter part of the show name" containing the word "laser", a dropdown menu for "Select a Month" set to "All", a text input for "Search by city", a dropdown menu for "State" set to "State", and a dropdown menu for "Country" set to "Country". Below these fields is a red "SEARCH" button. At the bottom of the form, there is a note: "To view show details you must be a Registered user. Please Login or Register." with "Login" and "Register" as underlined links.

[Click here to search for Seminars](#)

SUPPLIER SEARCH

The Canadian Company Capabilities Extranet.

A database of 50,000 Canadian businesses

http://strategis.ic.gc.ca/sc_coinf/ccc/engdoc/homepage.html

The screenshot shows the homepage of the Canadian Company Capabilities Extraneet. At the top, there are logos for Industry Canada and Industrie Canada, and the word "Canada" with a small Canadian flag. Below these are navigation links: Français, Contact Us, Help, Search, and Canada Site. Underneath these are secondary links: Home, Site Map, What's New, About Us, and Registration. The main heading is "Canadian Company Capabilities" with a sub-heading "Company Search". A search box is present with "Search" and "Reset" buttons. Below the search box are options for "Search For" (All of these words, Any of these words, Look for this phrase) and "Look In" (All text, Company name, Product description). On the left side, there is a sidebar with the "strategis.gc.ca" logo and the tagline "Where Buyers and Sellers Connect". The sidebar contains buttons for "Search" (Find a company listing), "Register" (Be part of the database), "Update" (Modify your listing), and "Browse" (Specialized directories). At the bottom of the sidebar, there are links for "Canadian Company Capabilities" and "Detailed Company Search".

Industry Canada Industrie Canada

Canada

Français Contact Us Help Search Canada Site

Home Site Map What's New About Us Registration

► Company Directories ► Canadian Company Capabilities

Canadian Company Capabilities

Company Search

Find companies that can supply your organization with the goods, services and technology it needs.

Quick Search:

 Search For:

- All of these words
- Any of these words
- Look for this phrase

Look In:

- All text
- Company name
- Product description

strategis.gc.ca

"Where Buyers and Sellers Connect"

Search
Find a company listing

Register
Be part of the database

Update
Modify your listing

Browse
Specialized directories

- Canadian Company Capabilities
- Detailed Company Search

The homepage of the Europages extranet

<http://www.europages.com>

EURO PAGES

THE EUROPEAN
BUSINESS
DIRECTORY

► [Change language](#)

[All about the Directory](#)

[The directory](#)

[Advertise in the directory](#)

[Europages Webstore](#)

[Contact](#)

 Practical tools

Find out about Europages services

Direct access

[All services](#)

 Free call

About the "Toll Free Call" button

 [Free call](#)

EUROPAGES search bar

 Free

 THE EUROPEAN BUSINESS DIRECTORY

Integrate it into your browser now.

DIRECTORY

MARKETPLACE

 MY ACCOUNT

Search for details (telephone, fax, email contact, address) of a product supplier or a service provider in Europe.

Search by products or service

Search by activity or heading

Search by company name

OK



[Advertise in EUROPAGES](#)

Improve international sales by making yourself known to buyers, [click here](#)

 The Directory

Gain free access to 550,000 of the most dynamic export companies in 35 countries (Internet, printed directory and CD-Rom).



 EUROPAGES webstore

Printed directory / CD-ROM / Multimedia Pack
They are all in the Webstore



 Contact us

Have you consulted our [FAQ?](#) You will find answers to the most frequently asked questions



Structured databases (Extranets) characteristics

- The extranet data bases contain most of the knowledge and information created world-wide in the past 35 years and the one produced everyday (totally around 5,000 billion information records)

- Most of the people search the internet, that holds only 40 billion (indexed) information records - it means they search at only 0.8% of the information available.

Structured databases (Extranets) characteristics

- The knowledge stored in those data bases covers almost every subject one can think of, such as information on companies, products, people, economics, technology, science, military and defense, computers etc.
- In fact it's much easier to state what you can not find rather what you can find inside the extranet databases

Structured databases (Extranets) characteristics



They specialize usually in a specific type of information



For information about the influence of drinking coffee on heart beat rate it is recommended to use the Pubmed - a specialized medical extranet instead of using one of the famous search engines like google altavista etc.

A search on the extranet that specializes in cardiology

The screenshot displays the NCBI PubMed search interface. At the top left is the NCBI logo, and at the top right is the National Library of Medicine (NLM) logo. Below the logos is a navigation bar with tabs for PubMed, Nucleotide, Protein, Genome, Structure, PopSet, Taxonomy, OMIM, and Books. The search bar contains the text "heart and caffeine" and has "Go" and "Clear" buttons. Below the search bar are tabs for Limits, Preview/Index, History, Clipboard, and Details. On the left side, there is a sidebar with links for "About Entrez", "Entrez PubMed", "Overview", "Help | FAQ", "Tutorial", "New/Noteworthy", "PubMed Services", "Journal Browser", "MeSH Browser", "Single Citation", and "Matcher". The main content area features a list of search tips:

- Use All Fields pull-down menu to specify a field.
- Boolean operators AND, OR, NOT must be in upper case.
- If search fields tags are used enclose in square brackets, e.g., rubella [ti].
- Search [limits](#) may exclude in process and publisher supplied citations.

Below the list is a "Limited to:" section with several filters:

- Title (dropdown menu)
- only items with abstracts
- Publication Types (dropdown menu)
- Languages (dropdown menu)
- Subsets (dropdown menu)
- Ages (dropdown menu)
- Human or Animal (dropdown menu)
- Gender (dropdown menu)
- Entrez Date (dropdown menu)

Two relevant articles were found in the database out of dozens of articles in the cardiology database.

Related Articles

4: [Pelissier AL, Gantenbein M, Bruguerolle B.](#)

Caffeine-induced modifications of heart rate, temperature, and motor activity circadian rhythms in rats.

Physiol Behav. 1999 Aug 1;67(1):81-8.

PMID: 10463632 [PubMed - indexed for MEDLINE]

Related Articles

8: [Arciero PJ, Gardner AW, Benowitz NL, Poehlman ET.](#)

Relationship of blood pressure, heart rate and behavioral mood state to norepinephrine kinetics in younger and older men following caffeine ingestion.

Eur J Clin Nutr. 1998 Nov;52(11):805-12.

PMID: 9846593 [PubMed - indexed for MEDLINE]

Structured databases (Extranets) characteristics



Due to the economic interests of the extranet owners, the information located on the extranet is **reliable**, **organized**, **checked** and up to date (most of the times) - as oppose to the information located on the internet which is not subjugated to any kind of inspection, creating a situation where virtually everybody can publish what they want.

In order to locate specialized, reliable and checked information from one place at a single move you must look for it on specialized extranet

Structured databases (Extranets) characteristics



Every Extranet has its' own search engine with its' own specific search rules.



The access to those Extranets and usage demand authorization (including access key) accepted free of charge in exchange for pre-subscription or for fees.



Every extranet is structured and contains several search fields.

Structured databases (Extranets) characteristics



The files containing the information on the extranet databases are not in html format.



Part of those Extranets are closed for public usage since their origin is a closed organization (private, military etc.).

Below are several examples of specialized extranet databases

- Journals & Magazines

- Yellow-pages and White pages

- Electronic Newspapers

- Databases of academic libraries world-wide

- Patents & Trademarks

Below are several examples of specialized extranet databases

- Databases containing e-mail addresses of net users

- Companies and organizations directories

- Product catalogs

- Standards and regulations databases



**Locating extranets is not an easy task
it requires specialty**

Unfortunately most of the Internet searchers do not know what is the difference between the internet and the extranet. Therefore do not know how and where to find them.

In other words, people tend to search for the lost coin (information) under the streetlight (using popular search engines) and not where the coin is really hidden (extranet)



Let's say that we would like to search for oil in this room..

Even if you use the most advanced drilling equipment in the world and the world's best oil finders are at our disposal, the probability of finding oil is nearly zero.



On the other hand, if we travel to Kuwait and use there simple digging tools, like a shovel- we will have with a high probability and without much effort from our part, a flowing oil-well.



The conclusion:

Even if we use the best search engine that exists along with the best expert in finding information and the best (most accurate) query...

If we are not in the right place (in Kuwait), we won't be able to find the information we are looking for.

It can be done by the following methods



1. Using state of the art search engines like Google



2. Using databases of extranet databases that exist on the net

<http://www.invisibleweb.com>

<http://www.webdata.com>

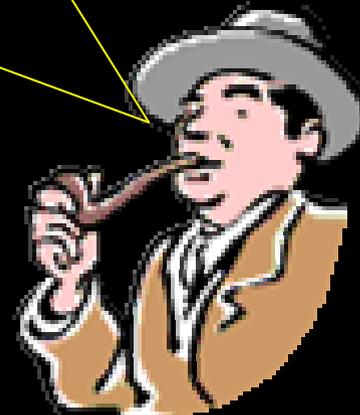
<http://www.internets.com>



3. Using guides for specialized search engines

<http://www.searchengineguide.com/>

Espionage versus legitimate
intelligence Gathering



Information source map of a given business organization

External information sources

Internal information resources

Black sources

Gray sources

Open sources

Internet

Extranet

Examples of business information accessed only in non-legitimate means



Clients list and details of a given company



The sales (quantities, money) of a specific product to a specific client by a given company



Private companies balances sheets including data which presents their business performance (except for French companies)

Examples of business information accessed only in non-legitimate means



The Profitability of a specific product of a given company



Product trees with composition and contents of raw materials

Examples of business information accessed only in non-legitimate means



Past product prices offered by a company in tenders and future prices that will be offered by the company



Future Intentions and moves that will be taken by decision makers in a specific company



Commercial secrets (product formulas, production process etc.) that are not patentable

Examples of business information accessed only in non-legitimate means



Internal problems in a specific company (such as failure in product production etc.)

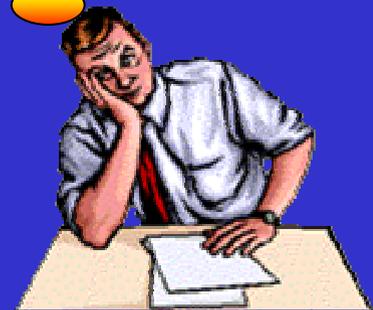


Stock situation of a given product in a given company

In order to get optimal data, information and intelligence, one must know how to oppose the appropriate question at a given decision point.



**The question is more
important than the
answer**



Search engines and tools available on the net :

- There is a vast variety of search engines and search tools which were created while the formation of the internet.
- The number of search engines available on the net stands as of today on **several thousands**, this number increases every day in an amazing pace.

Search engines and tools available on the net :

- As of today there is no universal search engine available on the internet capable of locating all types of information (for solving different types of problems) from one place at a single move.
- Therefore , almost always we will have to use several search engines and tools

One can divide the search engines to the following groups :

. Search directories



[Business & Economy](#)

[B2B](#), [Finance](#), [Shopping](#), [Jobs](#)...

[Computers & Internet](#)

[Internet](#), [WWW](#), [Software](#), [Games](#)...

[News & Media](#)

[Newspapers](#), [TV](#), [Radio](#)...

[Entertainment](#)

[Movies](#), [Humor](#), [Music](#)...

[Recreation & Sports](#)

[Sports](#), [Travel](#), [Autos](#), [Outdoors](#)...

[Regional](#)

[Countries](#), [Regions](#), [US States](#)...

[Society & Culture](#)

[People](#), [Environment](#), [Religion](#)...

[Education](#)

[College and University](#), [K-12](#)...

[Arts & Humanities](#)

[Photography](#), [History](#), [Literature](#)...

[Science](#)

[Animals](#), [Astronomy](#), [Engineering](#)...

Search directories are hierarchical databases with references to websites.

Search engines and tools available on the net :

1. Search directories



The websites that are included are hand picked by living human beings and classified according to the rules of that particular search service

Directories are very useful when you have no more than a general notion of what you are looking for.

Search engines and tools available on the net :

Search directories samples:

- LookSmart <http://search.looksmart.com>
- Open Directory <http://dmoz.org>
- MSN <http://search.msn.com>

2. Search engine indexes



Search engines are "engines" or "robots" that crawl the Web looking for new webpages.

These robots read the webpages and put the text (or parts of the text) into a large database or **index** that you may access.

None of them cover the whole Net, but some of them are quite large.

The **Google** index contains more than **4 billion** web pages

2. Search engine indexes



During the indexing process an index of all the words included in the documents is created.

The words in the index (called Key Words) are sorted by the English Alfa-bet .

The software that conducts the indexing ignores **Stop Words**.

2. Search engine indexes



Stop Words are words which commonly appear in the English language, and don't have any meaning while appearing by them-selves .

Like: to, be, or, of, the, as, an, if, up, in, not, and, near etc.

2. Search engine indexes



The implication from this fact

Every time you ask a search engine to search for a stop word the search engine ignores your query and the search result **is zero**

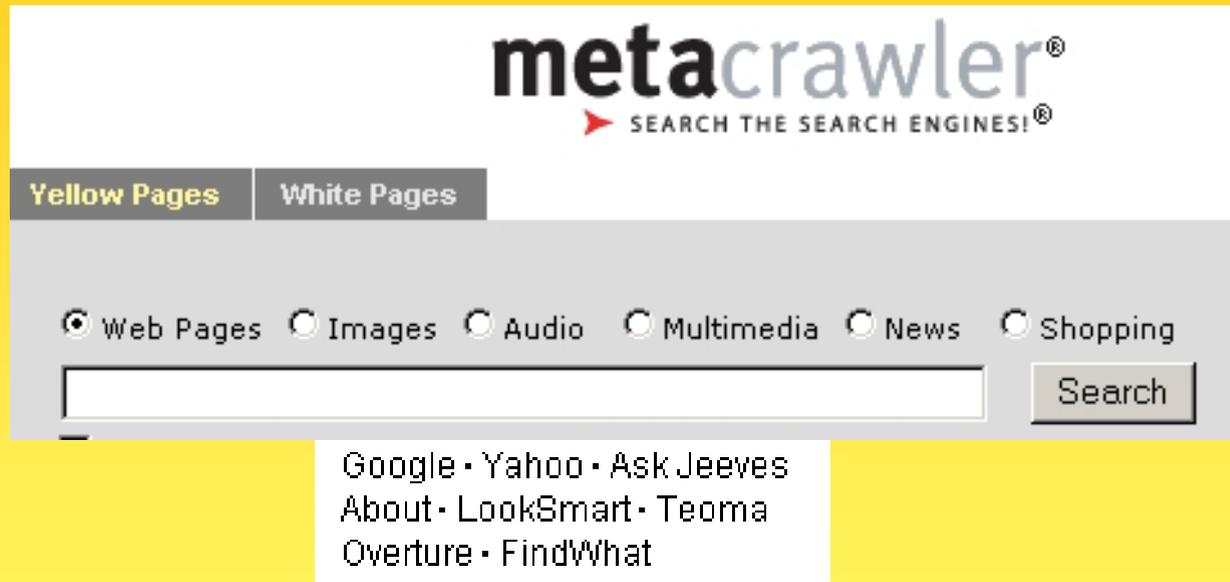
Search engines and tools available on the net :

Search engine indexes samples:

- AllTheWeb.com <http://www.alltheweb.com>
- Altavista <http://altavista.com>
- MSN <http://search.msn.com>
- AOL Netscape <http://www.netscape.com/>

Search engines and tools available on the net :

3. Metasearch engines



The image shows the Metacrawler search engine interface. At the top, the logo "metacrawler®" is displayed in a bold, sans-serif font, with the tagline "SEARCH THE SEARCH ENGINES!®" below it. Below the logo, there are two tabs: "Yellow Pages" and "White Pages". Underneath the tabs, there are several radio buttons for selecting search categories: "Web Pages" (selected), "Images", "Audio", "Multimedia", "News", and "Shopping". A search input field is located below the radio buttons, and a "Search" button is to its right. A white box is overlaid on the bottom part of the interface, containing a list of search engines: "Google • Yahoo • Ask Jeeves", "About • LookSmart • Teoma", and "Overture • FindWhat".

Unlike search engines, metacrawlers don't crawl the web themselves to build index.

Instead, they allow searches to be sent to several search engines all at once.

Search engines and tools available on the net :

3. Metasearch engines

The metasearch engines "translate" your query into a language that each search engine will understand.

The results are then blended together onto one page.

Search engines and tools available on the net :

3. Metasearch engines samples

- Dogpile <http://www.dogpile.com>
- Vivisimo <http://vivisimo.com/>
- Kartoo <http://www.kartoo.com>
- Mamma <http://www.mamma.com>
- SurfWax <http://www.surfwax.com>

Search engines and tools available on the net :

4. Subject-Specific Search Engines (Extranet Search Engines, Specializing Search Engines)

News search engines

Legal search engines

Medical search engines

People search engines

Search engines and tools available on the net :

5. Shopping Bots (Shopping Agents or Robots)

The shopping search engines are designed to check prices at various online stores or locate e-commerce outlets by category.

Shopping Bots samples:

- BizRate <http://www.bizrate.com>
- DealTime <http://www.dealtime.com>
- Kelkoo <http://www.kelkoo.co.uk>

Questions ?





A search result of over 50 documents is a bad result and is **unacceptable**.



It is possible to decrease substantially the search result by using extra criteria like limiting the search to the searching fields within a document

Google's basic search rules

Google searches **are not case** sensitive. All letters, regardless of how you type them, will be understood as lower case.

There is no need to include **"and"** between terms. By default, Google only returns pages that include all of your search terms

Google **does not use** "stemming" or support "wildcard" searches.

Google searches for exactly the words that you enter in the search box.

Google's basic search rules

 Google supports the logical "OR" operator. To retrieve pages that include either word A or word B use an uppercase OR between terms

For example, to search for a vacation in either London or Paris, just type:



Search 1,346,966,000 web pages

[Advanced Search](#)
[Preferences](#)

Google's basic search rules

 Google ignores common words and characters (known as stop words) unless you indicate that they are essential. You can do this by using the "+" sign in front of the term.

For example, to search for the best treatment for depression, type:



Search 1,346,966,000 web pages

[Advanced Search](#)
[Preferences](#)

Be sure to include a space before the "+" sign which can also be used in phrase searches.



Phrase searches

Search engines are useful, but they are extremely stupid...

If you ask them for a **pan pizza** they may not only give you pages on **pizza** and **pan pizza**, but also information about:

the **god Pan**, **Pan flutes**, **frying pans**, **Peter Pan**, **Pan Arabian co-operation**

Phrase searches

You need a way of telling the search engine that **pan pizza** is an expression or a phrase.

For this, you use double quotation marks: "...", like this:

"pan pizza"

"financial ratios"

"free market research"

Proximity: the NEAR-operator

What if you are looking for a sequence of words that are normally connected, but that may be split by other words? Like:

Thomas Alva Edison

you could possibly search for the phrase:

"Thomas Alva Edison"

Google's basic search rules

But this search would not bring you pages where the name is given as:

Thomas A. Edison or Thomas Edison.

You could solve this problem by entering:

"Thomas Alva Edison" or "Thomas A. Edison"

or "Thomas Edison"

Google's basic search rules

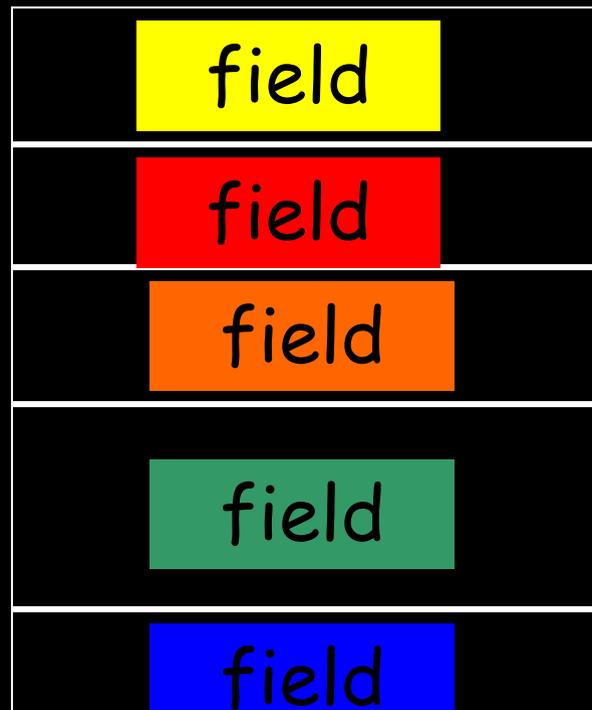
or you could use the Google's proximity search operator * and type:

"Thomas * Edison"

"management * objectives"

Locating information on the internet using Google's search fields

During the indexing process the search engine divides the document to fragments, each fragment is called a field. The names of the fields and their data content are parallel to the fields in the html tag language.





The division to fields allows us to limit the search of a requested word to a specific field

The main fields you can use in Google are :

url
title
filetype
site
related

The URL field

(url = Uniform Resource Locator)

Every document on the internet has an address,
this address is called url.



<http://www.wisdom.weizmann.ac.il/~alexa/israel.htm>

The URL field

(url = Uniform Resource Locator)

The url of a document is a reference point to all of the words it contains, so when you search for a key word in a search engine the search result contains also this reference point.

- If the assumption is that we know the people we are interested in, we can use the company name to identify the company in the url field...

The inurl field

finding all websites of a given company using the inurl field



[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

inurl:alcatel

Google Search

I'm Feeling Lucky

[Advanced Search](#)

[Preferences](#)

[Language Tools](#)

The inurl field

Finding all websites of a given company using the inurl field

[Alcatel Builds Next Generation Networks](#)

Solutions and services ranging from backbone networks to user terminals for service providers, enterprises and consumers.

www.alcatel.com/ - 40k - 18 Nov 2006 - [Cached](#) - [Similar pages](#) - [Note this](#)

[Alcatel Builds Next Generation Networks](#) - [[Translate this](#)

Alcatel. ... Lösungen für. Diensteanbieter · Große Unternehmen · Kleine u Unternehmen · Mobiltelefone und Privatkunden · Space ...

www.alcatel.ch/ - 51k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Alcatel Builds Next Generation Networks](#)

Alcatel. ... Løsninger for. Operatører/Carriers · Tjenesteleverandører · Sto og mellomstore bedrifter · Mobiltelefoner og ...

www.alcatel.no/ - 50k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Alcatel Builds Next Generation Networks](#)

Kablar och komponenter. Världsledande på tele- och kraftkablar och kan och tjänster inom infrastruktur, industri och konstruktion.

www.alcatel.se/ - 50k - 18 Nov 2006 - [Cached](#) - [Similar pages](#) - [Note this](#)

[Alcatel Builds Next Generation Networks](#) - [[Translate this](#)

Avec des solutions intégrées de réseau voix-données de bout en bout, fo internationale d'opérateurs, d'entreprises et le grand public.

www.alcatel.fr/ - 48k - 18 Nov 2006 - [Cached](#) - [Similar pages](#) - [Note this](#)

The inurl field

Finding PowerPoint slides on nanotechnology using the inurl field:



[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

nanotechnology inurl:ppt

Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

The inurl field



Web [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

nanotechnology inurl:ppt

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 38,600 for r

Tip: Save time by hitting the return key instead of clicking on "search"

[PPT] [Nanotechnology](#)

File Format: Microsoft Powerpoint 97 - [View as HTML](#)

Nanotechnology in the High School Curriculum: From Energy Conversion to Science Ethics ... An Example of a **Nanotechnology** Experiment, Which Addresses the ...

www.bowlesphysics.com/nano/Nanotechnology.ppt - [Similar pages](#) - [Note this](#)

[PPT] [Defining 'Nanotechnology'](#)

File Format: Microsoft Powerpoint - [View as HTML](#)

On the other hand, those in the marketing sector may refer to technology fitting under this broad definition as '**nanotechnology**' given its marketing appeal. ...

www.sts.utexas.edu/projects/nanomodules/1DefiningNT.ppt - [Similar pages](#) - [Note this](#)

[PPT] [What's Out There? Nano Products](#)

File Format: Microsoft Powerpoint - [View as HTML](#)

"Its main ingredient is Z-COTE, a substance made with **nanotechnology** ... The **nanotechnology** in Z-Cote produces a high-purity nanocrystalline zinc oxide, ...

www.sts.utexas.edu/projects/nanomodules/2NanoProducts.ppt - [Similar pages](#) - [Note this](#)

[PPT] [From the Laboratory to the Living Room](#)

File Format: Microsoft Powerpoint - [View as HTML](#)

The inurl field

Finding market players in drug delivery using the inurl field:

drug delivery inurl: products

Finding market players in drug delivery using the inurl field:


[Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

[Advanced Search](#)
[Preferences](#)

Web Results 1 - 10 of about **26,300** for "drug delivery"

Tip: Save time by hitting the return key instead of clicking on "search"

[BD Parenteral Drug Delivery Systems: self injection, prefilled ...](#)
 BD Pharmaceutical Systems offers a wide range of parenteral **drug delivery** systems.
 Product categories: self-injection, prefilled syringe, alternative **drug** ...
www.bd.com/pharmaceuticals/products/ - 22k - [Cached](#) - [Similar pages](#)

[Generex Biotechnology - Innovations in Drug Delivery](#)
 Generex is engaged in the research and development of **drug delivery** technologies ...
 Generex's buccal **drug delivery** technology, RapidMist™, allows for the ...
www.generex.com/products/ - 11k - [Cached](#) - [Similar pages](#)

[Alkermes, Inc. - Products - Pulmonary Drug Delivery](#)
 The AIR® pulmonary **drug delivery** technology offers a unique, proprietary delivery system
 for optimized **drug delivery** to the lungs. A major innovation among ...
www.alkermes.com/products/inhaled.html - 11k - [Cached](#) - [Similar pages](#)

[Browse Products](#)
 Click to Expand **Drug Delivery** - Medical OEM · Click to Expand Drug Screening · Click to
 Expand Environmental Control ...
www.pall.com/products.asp?group=burmarket8

- Another example: we want to locate information sources on a given subject, lets say: biosensors.
- The basic assumption is that a specialized site will contain on it's URL the word: biosensors

The inurl field

Finding biosensors (specialized) sites using the inurl field

barjacob@

Google™ [Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

[Advanced Search](#)
[Preferences](#)

Web Results 1 - 10 of 4

Tip: Save time by hitting the return key instead of clicking on "search"

[What are biosensors?](#)
What are biosensors? ... Click here to produce a printer friendly page, Admissions Enquiries
Within the UK: 020 7815 7815 Outside the UK: 4420 7815 7815 ...
www.lsbu.ac.uk/biology/enztech/biosensors.html - 18k - [Cached](#) - [Similar pages](#) - [Note this](#)

[BIOSENSORS](#)
www.biosensors.com.sg/ - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Biosensors](#)
1H FY07 Earnings Conference Call. 9 November 2006 9 pm Singapore Time, 8 am US
Eastern Time » Click here to listen » Click here for press release ...
www.biosensors.com/ - 5k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Biosensors 2006 - Homepage](#)
In 2006 the Biosensors Congress returns again to the American continent to take place in
Toronto, Canada, 10-12 May 2006.
www.biosensors-congress-alcavias.com/ - 15k - [Cached](#) - [Similar pages](#) - [Note this](#)

The allinurl field

The allinurl is used when you want to search for more than one keyword in the document url:



The allinurl field

Using the allinurl field to find market players of voip products:

allinurl: voip products

Using the allinurl field to find market players of voip products:



Web [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

allinurl:voip products

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 100 of about 29,900 for

Tip: Save time by hitting the return key instead of clicking on "search"

[Voip Products On B2BManufactures.Com from China & Taiwan Voip ...](#)

Lists of Taiwan & China Voip Products manufacturers & suppliers that are carefully selected to ensure high directory accuracy. They supply top quality voip ...

www.manufacturers.com.tw/telecom/Voip-Products.html - 33k - [Cached](#) - [Similar pages](#)

[Nucleus Information Service Inc. - VoIP Products](#)

Calgary's Leading Internet Service Provider! ... VoIP Products Nucleus is happy to be the Manufacturers distributor for the Norco VoIPGateway. ...

www.nucleus.com/servicesplus/voip-products.html - 31k - [Cached](#) - [Similar pages](#)

[VoIP Products and Solutions](#)

An Independent Organization Providing Free Business Guides on Telecom, ISDN PRI, VoIP, T1 Lines and Connections.

www.smartprice.com/phone/voip/voip-products-carriers.html - 15k - [Cached](#) - [Similar pages](#)

[Keyspan | Cordless VoIP Phone](#)

Features While most VoIP phones require you to be connected to your PC via a USB cable our Cordless VoIP phone uses a wireless signal that allows you to

The allinurl field

Using the allinurl field to find voip products:



2. Voip Products - Welltech Computer Co., Ltd.

(Origin : Taiwan)  Golden

Main Products: Manufacturers & Suppliers of VoIP provider- **Voip** gateway with 2~6 ports FXS, FXO interface, SIP phone, **Voip** & IP phones, E1/ T1 trunk gateway, SIP proxy servers, IP PBX, **Voip** IVR, VPN router with **Voip** solution, NAT with **Voip** functions, softphone, IAD that supported both H.323, SIP protocol, billing **Voip**, VoIP recorders, IP call centers, telephone gateways, USB & LAN phones, IP centrex applications, **Voip** cO sides, border gateways, wellgate.

* [Company Link](#) * [Company Profile](#) * [View All Items](#)

Contact



3. Voip Products - Kylink Communications Corp.

(Origin : Taiwan)  Golden

Main Products: Manufacturers & Suppliers of telecommunication equipments- IP PBX **Voip** & systems, ip phone, IP phones, digital tactical PBX, rural switches (central office switching systems), sms telephones, **Voip** gateway, WLAN, corded and cordless telephones, private branch exchange & home security systems, alphanumeric & tone pagers, wireless local loops, hybrid PABX systems, prepaid systems, call centers, fiber (fibre) optical modems, military and police communication systems, DECT communication systems, MUX and access...

* [Company Link](#) * [Company Profile](#) * [View All Items](#)

Contact



4. Voip Products - Micro Galaxy International Co., Ltd.

(Origin : Taiwan,China)  Golden

Main Products: Manufacturers & Suppliers of computer & PC peripherals & parts- CDR, blank CDR DVDR & replication & media, CDR copy DVD, notebook computers (NB), monitors, DVDR, drives, **Voip** service & solutions, **Voip** phone, **Voip** phones systems, refurbished laptop & computers & cell (mobile, cellular) phones & accessory (accessories), digital picture frames, LCD monitors & televisions, plasma TV, CDR/RW, DVDR/RW, drives, CD & CDR holders, PC card wallets, two fold mo & disk wallets.

* [Company Link](#) * [Company Profile](#) * [View All Items](#)

Contact



The allinurl field

Using the allinurl field to find market players of medical stents:

allinurl: stent products

The allinurl field

Using the allinurl field to find voip products:



Web [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

allinurl: stent products

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 69 for

Tip: Save time by hitting the return key instead of clicking on "search"

[stent - Products for stent - Manufacturers, Exporters, Suppliers ...](#)

Product Catalogs in stent, Search EC21.com for Sell and Buy Offers, Trade Opportunities, Manufacturer, Supplier, Factory, Exporter, Importer, Trading Agent, ...

[products.ec21.com/manufacturers/stent.html](#) - 62k - [Cached](#) - [Similar pages](#)

[Stent-01, China Stent-01 products- China Stent-01 Manufacturer ...](#)

China Stent-01, China Stent-01 products, provided by China manufacturer & supplier - Changzhou JiuHong Medical Instrument Co., Ltd..

[www.made-in-china.com/china-products/productviewfbsxVAPzqJhH/Stent-01.html](#) - 16k - [Cached](#) - [Similar pages](#)

[Biomedical Materials: Boston Scientific wins clearance for two ...](#)

Biomedical Materials: Boston Scientific wins clearance for two stent products.@ HighBeam Research.

[www.highbeam.com/doc/1G1:68278806/](#)

[Boston+Scientific+wins+clearance+for+two+stent+products.html](#) - 29k - Supplemental Result - [Cached](#) - [Similar pages](#)

The allinurl field

Using the allinurl field to find voip products:

► Stents Results (1 to 19 out of 19)

Serving: All States/Provinces

- 1. Laserage Technology Corp. - Waukegan, IL - [E-mail this company](#)** [More Info](#)
Manufacturer, Custom Manufacturer, Service Company
[Company Profile](#): Custom Laser Processing, Medical Devices, **Stents**
<http://www.laserage.com/medical.html>
- 2. MicroGroup, Inc. - Medway, MA - [E-mail this company](#)**
Manufacturer
[Company Profile](#): Laser stent cutting capabilities. Custom mfr of medical device components & assemblies using stainless steel tubing, EDM services, machining, assembly, fixturing, welding, brazing, grinding, honing,...
<http://www.microgroup.com>
- 3. Southington Tool & Manufacturing Corp. - Plantsville, CT - [E-mail this company](#)**
Manufacturer
[Company Profile](#): Manufacturers Of Metal Stampings, Fourslide Products, Wire Forms. Springs, Tools, Dies, Medical Products. SPC. Design Capabilities. Specialty Products; Foreway Golf Tool, Embroidered Golf Flags,...
<http://www.stmc.com/>
- 4. Specialty Coating Systems - [Multiple Locations](#) - [E-mail this company](#)**
Manufacturer, Service Company
[Company Profile](#): Parylene service, equipment & dimer. Parylene: thin pinhole free protective coating, barrier against chemicals, moisture & electrical charge. Applications include: electronic, automotive, medical,...
<http://www.scscoatings.com>
- 5. Techni-Met, Inc. - Windsor, CT - [E-mail this company](#)**
Manufacturer, Service Company
[Company Profile](#): Parylene Coating Services with in-situ plasma enhanced surface treatments using Parylene C, N and D. Parylene is a Biocompatible USP Class VI approved polymer that has FDA Drug and Device Master...
http://www.techni-met.com/parylene_1.html
- 6. Advanced Coating - Rancho Cucamonga, CA - [E-mail this company](#)**
Service Company
[Company Profile](#): Conformal Coating Services, Supplies & Equipment. For All Conformal Coating Requirements Including Parylene Vacuum Deposition. Capabilities Include: Parylene, Acrylic, Urethane, Silicone, Resins For...

Lets look at some more fields

The intitle field

- A query using this field allows us to narrow extensively the search only to those documents holding the key words in their title.

The intitle field



[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

intitle:nanotechnology

Google Search

I'm Feeling Lucky

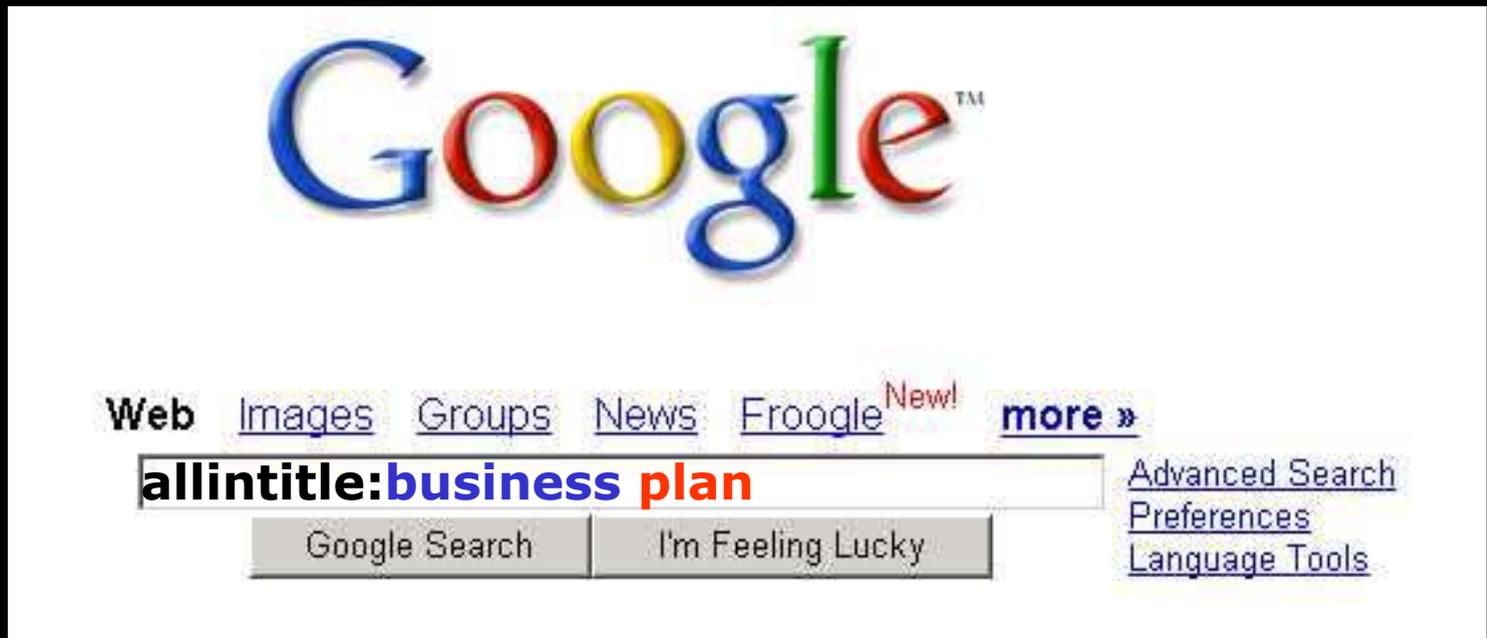
[Advanced Search](#)

[Preferences](#)

[Language Tools](#)

The allintitle field

The allintitle is used when you want to search for more than one keyword in the document title:



The intext field

Does the opposite of intitle:, searching only the body text, ignoring titles, links, and so forth.

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol.

[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

intext:food-packaging

Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

The define field

Will bring you the definition of a given search term:



[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

define: nanotechnology

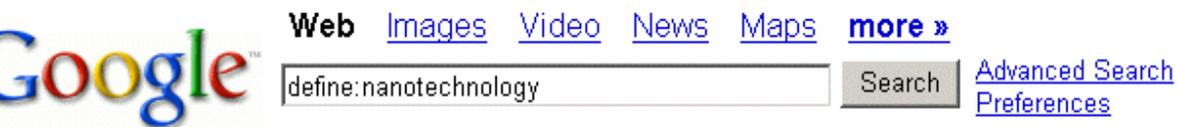
Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

The define field

Finding the definition of nanotechnology:



Web

Tip: Save time by hitting the return key instead of clicking on "search"

Related phrases: [medical nanotechnology](#) [institute of nanotechnology](#) [molecular nanotechnology](#) [nanotechnology education](#)

Definitions of nanotechnology on the Web:

- Technology development at the atomic, molecular, or macromolecular range of approximately 1-100 nanometers to create and use structures, devices, and systems that have novel properties.
[plan2005.cancer.gov/glossary.html](#)
- Nanoscience and nanotechnology involve studying and working with matter on an ultra-small scale. One nanometre is one-millionth of a millimetre and a single human hair is around 80,000 nanometres in width.
[www.royalsoc.ac.uk/glossary.asp](#)
- A branch of science and engineering devoted to the design and production of extremely small electronic devices and circuits built from individual atoms and molecules.
[www.nigms.nih.gov/news/science_ed/chemhealth/glossary.html](#)
- a manufacturing technology able to inexpensively fabricate most structures consistent with natural law, and to do so with molecular precision. [FS]

The filetype field

You use filetype to search for the content of specific file type such as: Microsoft word doc file or Excel xls file etc.

Example: finding financial statements in business plans

"business plan" revenue filetype:xls

The filetype field

Finding financial statements in business plans using the file type field:



Web [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

"business plan" revenue filetype:xls

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 734 for "business plan"

Tip: Save time by hitting the return key instead of clicking on "search"

[\[xls\] Business Plan Format](#)

File Format: Microsoft Excel - [View as HTML](#)

Revenue base derived from guided kayak excursions, instruction programs, local area Certification ... 70, Kayak Trips **Revenue**, Cost of Goods Sold, Marketing ...

www.mndm.gov.on.ca/MNDM/nordev/redb/documents/business_plan_template_e.xls - [Similar pages](#)

[\[xls\] 00 Bal. Sheet](#)

File Format: Microsoft Excel - [View as HTML](#)

Chart 7. Monthly **Revenue**. Projected **Revenue** - 2000 ... 5, **Revenue**:, previous students, 20.375, 24.25, 30.5, 35, 38.5 ...

www.officedepot.com/.../content&file=/BusinessTools/tools/downloads/bbc_fncl.xls - [Similar pages](#)

[\[xls\] Sheet1](#)

File Format: Microsoft Excel - [View as HTML](#)

108, **Business plan revenue** projections are based on market research conducted by ALA

Finding financial statements in business plans using the file type field:

A	B	C	D	E	F	G	H
	Prior Year-End						
	1999	2000	Month 1	Month 2	Month 3	Month 4	Month 5
Occupancy	53.4%	52.9%	0.0%	0.0%	0.0%	13.6%	33.1%
Average Rate	\$71.68	\$76.25	\$0.00	\$0.00	\$0.00	\$65.57	\$64.94
Accommodations	122,788	129,550	-	-	-	4,000	10,000
Food	33,810	36,408	-	-	-	-	2,000
Liquor Sales	22,540	24,272	-	-	-	500	3,000
Merchandise Sales	14,812	16,100	-	-	-	4,000	2,000
Miscellaneous	-	-	-	-	-	-	-
Gross Revenue	193950	206330	0	0	0	8500	17000
Direct Expenses							
Food cost of goods	-	-	-	-	-	970	1,150
Liquor cost of goods	-	-	-	-	-	150	300
Supplies	-	-	-	-	-	1,100	1,170
Merchandise cost of goods sold	-	-	-	-	-	1,000	500
Wages & Benefits	-	-	-	-	-	2,700	4,590
Total Direct Expenses	91,150	94,910	-	-	-	5,920	7,710
% of Revenue	47.0%	46.0%	0.0%	0.0%	0.0%	69.6%	45.4%
Gross Profit	102,800	111,420	-	-	-	2,580	9,290
% of Revenue	53.0%	54.0%	0.0%	0.0%	0.0%	30.4%	54.6%
General Expenses							
Administrative			-	-	-	1,090	1,350
Utilities			-	-	-	410	690
Marketing			-	-	-	300	510
Repairs & Maintenance			-	-	-	460	780
Total General Expense	32,978	35,075	-	-	-	2,260	3,330

The filetype field

The file types that are returned in a Google filetype search:

doc - Microsoft Word

ppt - Microsoft PowerPoint

pdf - Adobe Portable Document Format

xls - Microsoft Excel

rtf - Rich Text Format

ans, txt - Text

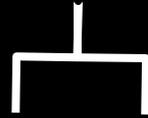
mw - MacWrite

wk1, wk2, wk3, wk4, wk5 - Lotus 1-2-3

ps - Adobe PostScript

Analyzing the URL...

The sector = Generic domains



<http://www.wisdom.weizmann.ac.il/~alexa/israel.htm>

Generic domains samples:

ac

mil

org

gov

gouv

edu

biz

com

co

Analyzing the URL...

country codes



<http://www.wisdom.weizmann.ac.il/~alexa/israel.htm>

Every country has it's own country code on the Web

fr uk de nl ch

The site field

Allows you to locate documents from specific country or sector

The site field

If you include **site:** in your query, Google will restrict the results to those websites in the given domain.

For instance, help **site:www.google.com** will find pages about help within www.google.com.

help **site:.com** will find pages about help within .com urls.

Note there can be no space between the "site:" and the domain.

The site field

Finding the profiles of strategic partners in a given domain

pharmaceutical "fact sheet" site:www.hoovers.com

Finding the profiles of strategic partners in a given domain



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pharmaceutical "fact sheet" site:www.hoovers.com

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Web

Results 1 - 10 of about 4,780 from [www.hoovers.com](#) for pharmaceutical

Tip: Save time by hitting the return key instead of clicking on "search"

[Teva Pharmaceutical Industries Limited information and related ...](#)

The backbone of Teva **Pharmaceutical** Industries' business is the generic **pharmaceuticals** market. ... View Free Content. **Fact Sheet**; SEC Filings · News ...

[www.hoovers.com/teva-pharmaceuticals/--ID__52434--/free-co-factsheet.xhtml](#) - 50k - 18 Nov 2006 - [Cached](#) - [Similar pages](#) - [Note this](#)

[Barr Pharmaceuticals, Inc. information and related industry ...](#)

Barr **Pharmaceuticals** is raising the bar (and lowering the prices) for many ... View Free Content. **Fact Sheet**; SEC Filings · CEOs On Camera · News ...

[www.hoovers.com/barr-pharmaceuticals/--ID__11754--/free-co-factsheet.xhtml](#) - 52k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Catalyst Pharmaceutical Partners, Inc. information and related ...](#)

Catalyst **Pharmaceutical** Partners focuses on helping cocaine and methamphetamine addicts kick the habit ... View Free Content. **Fact Sheet**; SEC Filings · News ...

[www.hoovers.com/catalyst-pharmaceutical/--ID__152301--/free-co-factsheet.xhtml](#) - 47k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Altus Pharmaceuticals Inc information and related industry](#)

The site field

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[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

innovation **site:gov.it**

Google Search

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[Language Tools](#)

The site:field

Finding the Italian academic experts in nanotechnology using the site:field

nanotechnology university site:it

The site:field

Finding the **Italian** academic experts in nanotechnology using the **site:field**



Web [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

nanotechnology university site:it

Search

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[Preferences](#)

Web

Results 1 - 100 of about 33,000 for nanotechnology u

Tip: Save time by hitting the return key instead of clicking on "search"

[N.N.L.](#) - [[Translate this page](#)]

The **Nanotechnology** Research Group operating at the **University** of Lecce (Dept. Ingegneria dell'Innovazione) was funded in 2001, sponsored by the National ...

[www.nnl.it/](#) - 33k - [Cached](#) - [Similar pages](#)

[curriculum.asp](#)

He graduated in Electronic Engineering at **university** of Pavia in 1992. ... at the national **nanotechnology** laboratory (NNL) of INFEM at **university** of Lecce ...

[www.nnl.it/curriculum.asp?id=11](#) - 26k - [Cached](#) - [Similar pages](#)

[[More results from www.nnl.it](#)]

[MATERIALS SCIENCE AND MATERIALS MECHANICS AT THE NANOSCA](#)

Ju Chou, Department of Chemistry and Physics, Southeastern Louisiana **University**, Hammond (LA), USA. Roberto Cingolani, **Nanotechnology** Group, **University** of ...

[www.nanomec06.poliba.it/committees.asp](#) - 33k - [Cached](#) - [Similar pages](#)

The site:field

Finding the **Japanese** academic experts in composite materials using the **site:field**

"composite materials" university **site:jp**

The site:field

Finding the **Japanese** academic experts in composite materials using the site:field



Web [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

"composite materials" university site:jp

Search

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Web

Results 1 - 100 of about 28,900 for "composite materials"

Tip: Save time by hitting the return key instead of clicking on "search"

[Mesoscopic Composite Materials Design Laboratory - Kyoto ...](#)

Designing **composite materials** in meso- and nanoscale is a key technology towards the ...
Optimization and designing of advanced **composite materials** based on ...

www.mtl.kyoto-u.ac.jp/english/laboratory/design/design.htm - 16k - [Cached](#) - [Similar pages](#)

[Laboratories and Academic staff - Kyoto University Faculty of ...](#)

(Division of Advanced Materials Research, International Innovative Center), Electronics,
Sakai Akira, kurokawa Shu. Mesoscopic **Composite Materials** Design ...

www.mtl.kyoto-u.ac.jp/english/course/course.htm - 1k - [Cached](#) - [Similar pages](#)

[Polymer Composite Materials](#)

Polymer **Composite Materials**. renewal April 15. 2004. Key words. Polymer, Rheology,
Molecular Aggregation, Ultrasonic Properties, Polyolefins, ...

www.mat.usp.ac.jp/polymer-composite/index_e.html - 2k - [Cached](#) - [Similar pages](#)

[Materials Science](#)

Composite materials research is also one of the main research topics in this Department.
... Home Page of the **University** of Shiga Prefecture ...

www.mat.usp.ac.jp/index_e.html - 3k - [Cached](#) - [Similar pages](#)

To get a list of searchable **sectors** use Google
and type:

"top level domains"

To find the searchable **country codes** list use Google and type:

"country code domains"

OR

"internet country codes"

The related field

The query `related:` will list web pages that are "similar" to a specified web page

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related:www.nokia.com

Google Search

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The numrange field

If you want all numbers between a given number this is workable syntax:

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2004...2010

Google Search

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[Language Tools](#)

The site field

Finding forecasts on energy prices using the **numrange**
field

"energy prices" 2010...2050

The site field

Finding forecasts on energy prices using the **numrange** field



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"energy prices" 2010...2050

Search

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Web

Results 1 - 10 of about 2,040,000 for "energy pr

Tip: Save time by hitting the return key instead of clicking on "search"

[\[PDF\] Trends in energy prices between 2003 and 2010](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)

Trends in **energy prices** between 2003 and **2010**. 1. An evaluation of the impact of **energy prices** on fuel poverty is an important ...

www.dti.gov.uk/files/file16806.pdf - [Similar pages](#)

[\[PDF\] Annex 2A The "green component" of energy prices Introduction](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)

their energy usage while **energy prices** remain at relatively low levels, so it may ... per cent in electricity prices by **2010** over actual 1999 prices. ...

www.dti.gov.uk/files/file20317.pdf - [Similar pages](#)

[EIA - Press Releases](#)

Higher **Energy Prices**, Cuts in Fuel Use May Be Needed to Comply with the Kyoto Protocol ... to reduce energy consumption by between 4 and 18 percent in **2010**, ...

www.eia.doe.gov/cia/press/press199.html, 15k, Cached, [Similar pages](#)

The numrange field

If you want all numbers up to twenty, this is workable syntax:

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Keyword numrange:-20

Google Search

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Or Keyword ..20

Synonyms search

Finds the synonyms of the a given keyword:



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[Preferences](#)

[Language Tools](#)

Google suggestions

<http://www.google.com/webhp?complete=1&hl=en>



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napoleon dynamite	
napoleon dynamite	1,300,000 results
napoleon dynamite quotes	150,000 results
napoleon dynamite soundboard	14,000 results
napoleon dynamite soundtrack	294,000 results
napoleon dynamite dead	854,000 results
napoleon dynamite pictures	437,000 results
napoleon dynamite sound board	56,500 results
napoleon dynamite died	68,700 results
napoleon dynamite sounds	81,300 results
napoleon dynamite script	86,400 results

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[Preferences](#)
[Language Tools](#)

type, Goo

sults. [Learn more](#)

News Search



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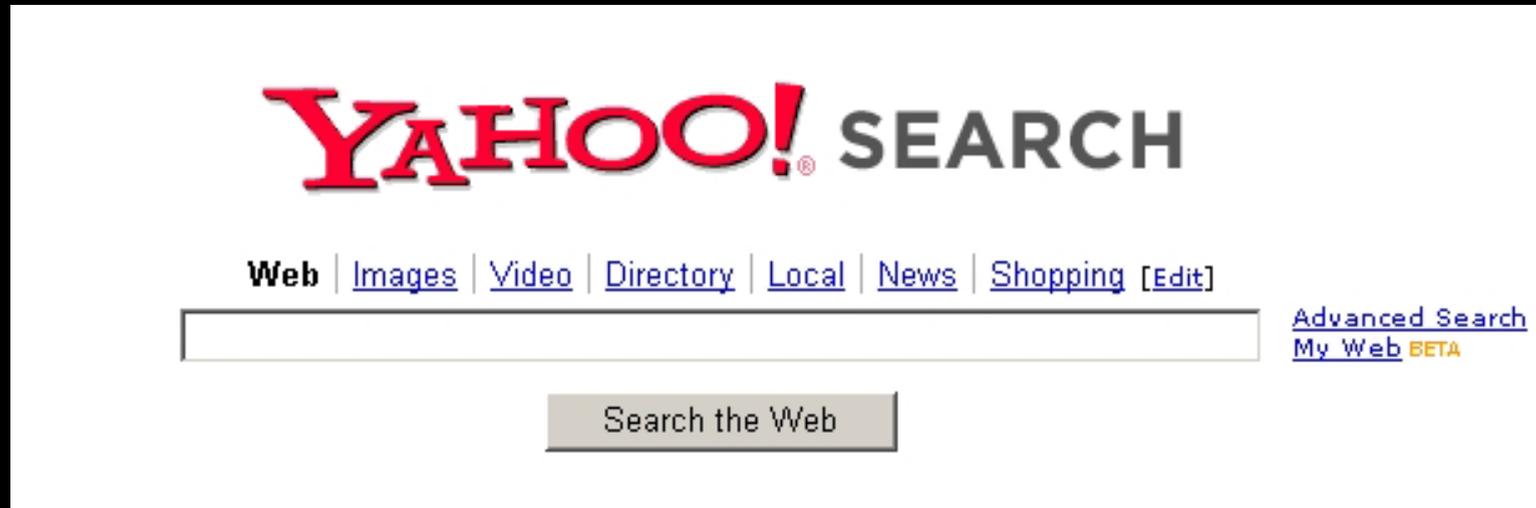
Search News

Search the Web

Search and browse 4,500 news sources updated continuously.

nanotechnology location:germany

Specific country information



nanotechnology location:germany

Google Scholar

<http://scholar.google.com/>



Google Books

<http://books.google.com/books>



Google Scholar & Books

intitle:food author:milton

Weather conditions search

Weather conditions and a four-day forecast for a particular U.S. location

The Google logo is displayed in its characteristic multi-colored font: 'G' is blue, the first 'o' is red, the second 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red. A small 'TM' trademark symbol is located to the upper right of the 'e'.

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weather paris, fr

Google Search

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Phonebook Search

US street address and phone number lookup

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uri, zernik, ca

Google Search

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Phonebook Search

US street address and phone number lookup

- last name, zip code
- last name, city, state
- first name (or first initial), last name, zip code
- first name (or first initial), last name, area code

The US Patent Number field



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patent [5123123](#)

Google Search

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Will bring you directly to the specific US patent.

The info field

The query info: will present some information that Google has about that web page.



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info:www.hoovers.com

Google Search

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The info field



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info:www.hoovers.com

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Web

Showing v

[Company Information from Hoover's including business reports and ...](#)

Hoover's proprietary company profiles and industry information.

www.hoovers.com/ - [Note this](#)

Google can show you the following information for this URL:

- Show [Google's cache](#) of www.hoovers.com
- Find web pages that are [similar to](#) www.hoovers.com
- Find web pages that [link to](#) www.hoovers.com
- Find web pages [from the site](#) www.hoovers.com
- Find web pages that [contain the term](#) "www.hoovers.com"

Google Web Search Features

<http://www.google.com/features.html>

Google Help Center - Advanced Operators

<http://www.google.com/help/operators.html>

http://www.googleguide.com/advanced_operators.html

Finding Googl's search rules:

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[Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) ^{New!} [more »](#)

Google Search

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● Nesting (Brackets)

What does the following search imply, really?

"pan pizza" AND pepperoni OR ham AND olives

Search engines may get confused.

The use of parentheses (nesting) will clear things up:

"pan pizza" AND (pepperoni OR ham) AND olives

"pan pizza" AND (pepperoni OR ham) AND olives

This means that you want a pizza with olives, but are uncertain whether you want pepperoni or ham on that pizza.

On the other hand:

("pan pizza" AND pepperoni) OR (ham AND olives)

means that you have to choose between a pepperoni pan pizza and a dish based on ham and olives.

Google want you to write the Boolean operators in CAPITAL letters.

Other search engines will ignore the difference between upper and lower case.

If you use capital letters you are on the safe side.

All of the strictness using brackets from algebra fall on the Boolean search

The key words must not be written in capital letters

Spaces must be put between key words and between key words and Boolean operators

Locating extranets

Locating extranets

Locating extranets is not an easy task and it requires specialty, it can be done by the following methods :

1. Using sophisticated search engines like Google
2. Using data bases of extranet data bases existing on the net
3. Using guides for specialized search engines

Locating extranets

1. Using sophisticated search engines like Google

Several generic formulas for locating extranet databases :

- ❶ "specialized search engines"
- ❷ "business search engines"
- ❸ "legal search engines"
- ❹ "medical search engines"

Locating extranets

1. Using sophisticated search engines like Google

Several generic formulas for locating extranet databases :

- "people search engines"
- "company databases"
- "tradeshow database"
- "journals search engines"

Locating extranets

1. Using sophisticated search engines like Google

Several generic formulas for locating extranet databases :

-  "company directory OR directories OR database""
-  You can add any keyword to the above query (like biotechnology)
-  "company profile directory OR directories OR database"

Locating extranets

1. Using sophisticated search engines like Google

Several generic formulas for locating extranet databases :

 "French corporates OR companies"

 (asian OR asia)"importers database"

 coffee ("trade leads" OR b2b OR marketplace)

Locating extranets

2. Using databases of Extranets available on the net

 <http://www.webpromotion.com/internets/>

 <http://aip.completeplanet.com>

 <http://infomine.ucr.edu>

Query samples: companies, country, articles etc.

Locating extranets

3. Using guides for specialized search engines

 <http://www.searchengineguide.com/searchengines.html>

 <http://www.incywincy.com>

 <http://www.finderseeker.com/>

Query samples: companies, countries, articles etc.

Questions ?



Market Size Information

- **"KEYWORD(S)" + "demand for"**
- **"KEYWORD(S) industry"**
- **"KEYWORD(S) market"**
- **"KEYWORD(S)" + "demand for"**
- **"market overview" "KEYWORD(S)"**
- **"KEYWORD(S)" "potential market"**
- **+ "size of" market "KEYWORD(S)"**
- **"market OR industry analysis" "KEYWORD(S)"**
- **"global market" "KEYWORD(S)"**

Market Players Information

- **"KEYWORD(S)" (inurl:products OR inurl:product) (company OR corporate**
- **"KEYWORD(S)" (product OR products) (corporate OR company) "contact u**
- **"KEYWORD(S)" (product OR products) (inurl:catalog OR inurl:catalogue)**
- **"KEYWORD(S)" "company OR corporate profile"**
- **"KEYWORD(S)" "buyer's OR buyers guide OR guides"**
- **"players" "KEYWORD(S)"**
- **"KEYWORD(S)" "our products OR technology"**
- **"industry leaders" "KEYWORD(S)"**
- **"KEYWORD(S)" "exhibitor list"**

Distributors Information

- **"KEYWORD(S)" (distributors OR distributor)**
- **"KEYWORD(S)" (wholesalers OR wholesaler OR wholesale OR seller)**
- **"KEYWORD(S)" (dealers OR dealer)**
- **"KEYWORD(S)" (suppliers OR supplier)**
- **"KEYWORD(S)" (importer OR importers)**
- **"KEYWORD(S)" (representatives OR representative)**
- **"KEYWORD(S)" (retailer OR retailers)**
- **"KEYWORD(S)" (resellers OR reseller)**

Pricing Information

- **"KEYWORD(S)" pricing**
- **"KEYWORD(S)" price OR prices**
- **"KEYWORD(S)" "price list"**
- **"KEYWORD(S)" "pricing analysis OR information"**
- **"KEYWORD(S)" "pricing model"**
- **"KEYWORD(S)" "market price OR pricing"**

Research reports Information

- **"KEYWORD(S)" "white OR position paper"**
- **"executive summary" "KEYWORD(S)"**
- **"table of contents" "KEYWORD(S)"**
- **"KEYWORD(S)" "analyst OR analysts OR research report or reports"**
- **"market research" "KEYWORD(S)"**
- **"KEYWORD(S)" "business OR marketing plan"**
- **technology assessment "KEYWORD(S)"**

New Products Information

- **"KEYWORD(S)" YEAR "for immediate release"**
- **KEYWORD(S)" (announced OR introduced OR developed OR introducing) "new product"**
- **KEYWORD(S)" new product inurl:press YEAR"**
- **"KEYWORD(S)" inurl:news "new product" (company OR corporate) YEAR"**

Product / Technology applications Information

- **"KEYWORD(S) application OR applications"**
- **"KEYWORD(S) product OR products"**
- **"KEYWORD(S) uses OR usage"**
- **"KEYWORD(S) customers OR clients"**
- **"KEYWORD(S) solutions"**

Forecast Information

- + "the future of" "KEYWORD(S)"
- "next generation KEYWORD(S)"
- "KEYWORD(S)" "forthcoming technologies"
- "KEYWORD(S)" "future technologies"
- "KEYWORD(S)" "emerging technologies"

Benchmarking Information

- **"KEYWORD(S)" (benchmark OR benchmarking OR comparison) OR (+ "review OR reviews on")**

- **(considerations OR recommendations OR choosing OR buying) "KEYWORD(S)"**

- **"KEYWORD(S)" (criteria OR criterion OR evaluating OR selecting OR requirements OR factors)**

Market Needs Information

- **"KEYWORD(S) market OR industry needs"**
- **special OR user OR future needs" KEYWORD(S)"**
- **unsolved problems" KEYWORD(S)"**

Information On Information

- **"KEYWORD(S)" (news OR headlines)**
- **"KEYWORD(S)" (homepage OR "home page")**
- **"KEYWORD(S)" (association OR associations)**
- **"KEYWORD(S)" "industry statistics"**
- **allintitle:"KEYWORD(S)" marketplace**
- **"KEYWORD(S) firms OR companies"**
- **"KEYWORD(S) event OR conference OR conferences OR meeting OR meetings"**
- **"KEYWORD(S)" "journal article OR articles"**
- **"KEYWORD(S) information sources"**

Looking for a company we only know it's name

Basic assumption : the company has a Web site



1. Using Googl's "I'm feeling lucky" feature"

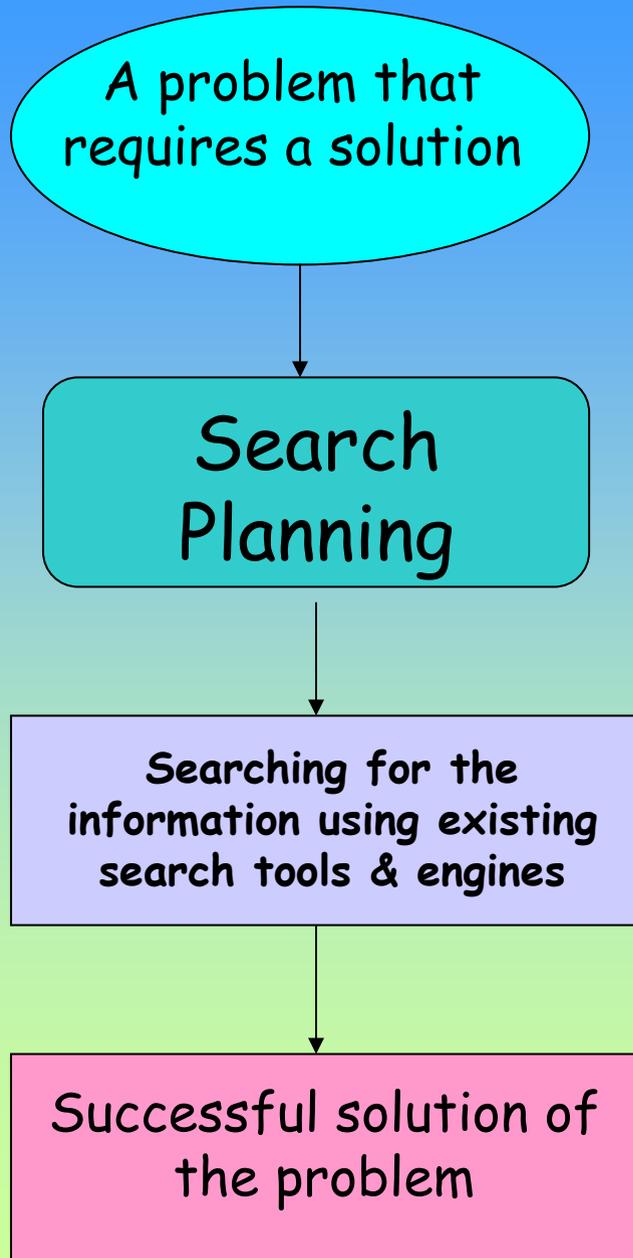
Company Information

- **"KEYWORD(S)" "company directory OR directories OR database"**
- **"company profile directory OR directories OR database"**
- **"COUNTRY firms OR companies OR corporates" DOMAIN**
- **"KEYWORD(S) providers OR manufacturers OR producers OR vendors"**

Questions ?



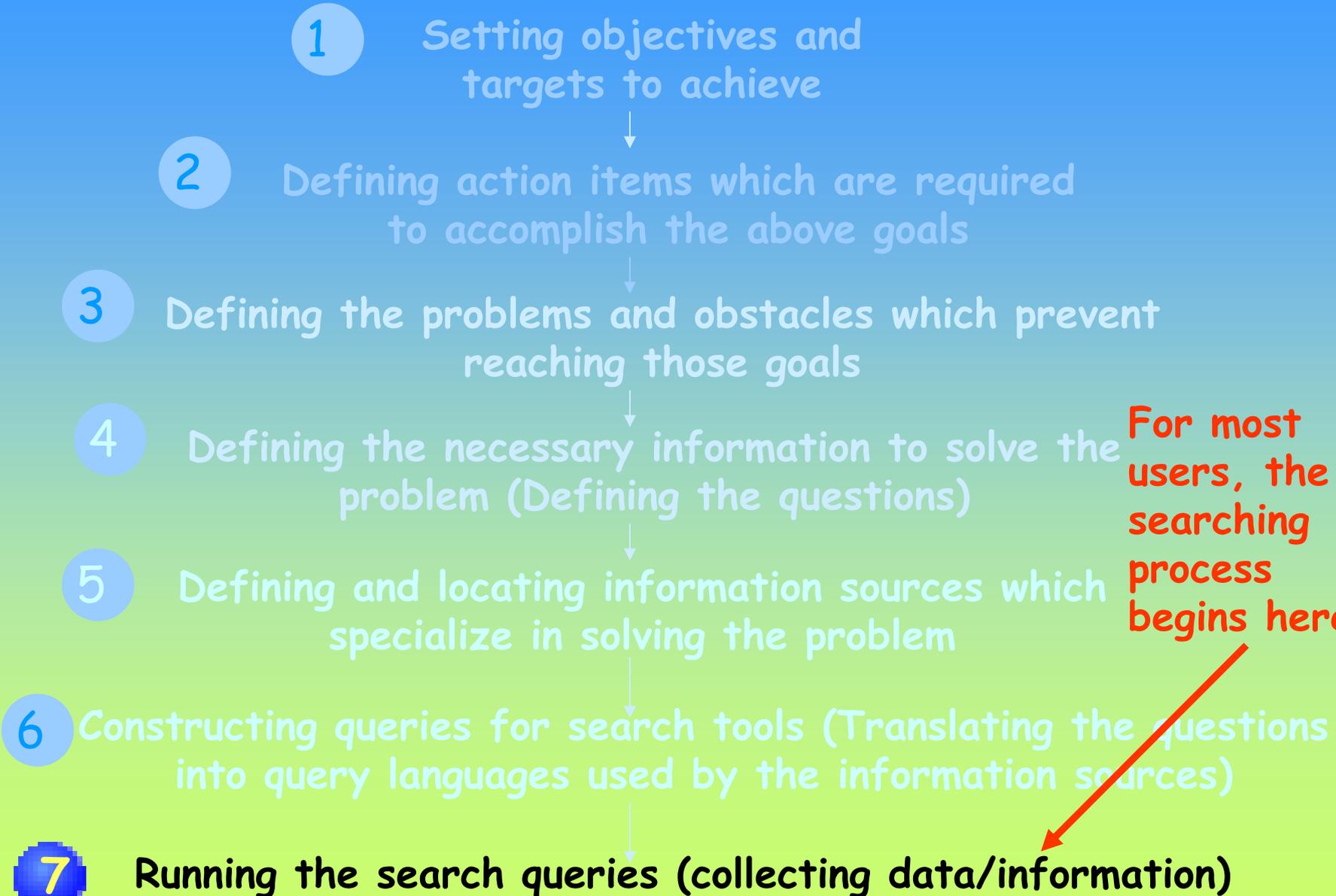
Methodology for locating information from the internet



Optimal planning of a search requires the searcher to perform the following:

1. Correct definition of the problem he/she is facing (**problem definition**)
2. Defining the required information for the problem solution (**defining the information problem**)
3. Defining the right question whose answer will retrieve the necessary information for solving the problem. (**asking questions**)
4. Choosing and locating the information source where the required information resides.
5. "Translating" the questions to appropriate (and correct) **queries** in different query languages - In order to retrieve the necessary information

What actually happens for most users:



Skipping the important stages in the process of solving the information problem happens for the following reasons:

Most of the users don't know:

- How to define their problems
- What and how to ask - even one cent spent on seeking answers for the wrong questions is a waste of money.
- Where to find the answers (even when the right questions are asked).

Methodology for locating information on the internet

- 1. Define the problem
- 2. Define the information you need in order to solve the problem, and defining the questions which must be answered
- 3. Use a search engine with an extensive html documents index as much as possible, a search engine that has the capability of locating extranet and specialized databases.
- 4. Locate specialized information sources that hold the needed information by yourself (extranet and web)

Methodology for locating information on the internet

 Build bookmarks (Netscape) / favorites (Explorer) with the URL's of the specialized databases

 Get to know the search rules inside each specialized source /database , then search every one of them for the answers to the questions defined earlier .

Part C Solving the problems which were assigned prior to the workshop.

Question 1

Find the **current ratio** and the **ROA** of at least 5 leading software companies.

Question 1 - Search queries for Google



Web

Images

Groups

Directory

News-~~New!~~

define:roa

Google Search

I'm Feeling Lucky

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- [Language Tools](#)

Question 1 - Search results

Definitions of **ROA** on the Web:

See: Return on assets

www.duke.edu/~charvey/Classes/wpg/bfglosr.htm

Return on Assets.

www.unisys.com/common/investors/glossary/r.asp

—See Return on Assets.

www.risnews.com/Glossary/glossary.html

Short for return on assets.

www.danisco.com/investor/topic07.asp

Question 1 - Search queries for Google



Web

Images

Groups

Directory

News-~~New!~~

"current ratio" software site:www.hoovers.com

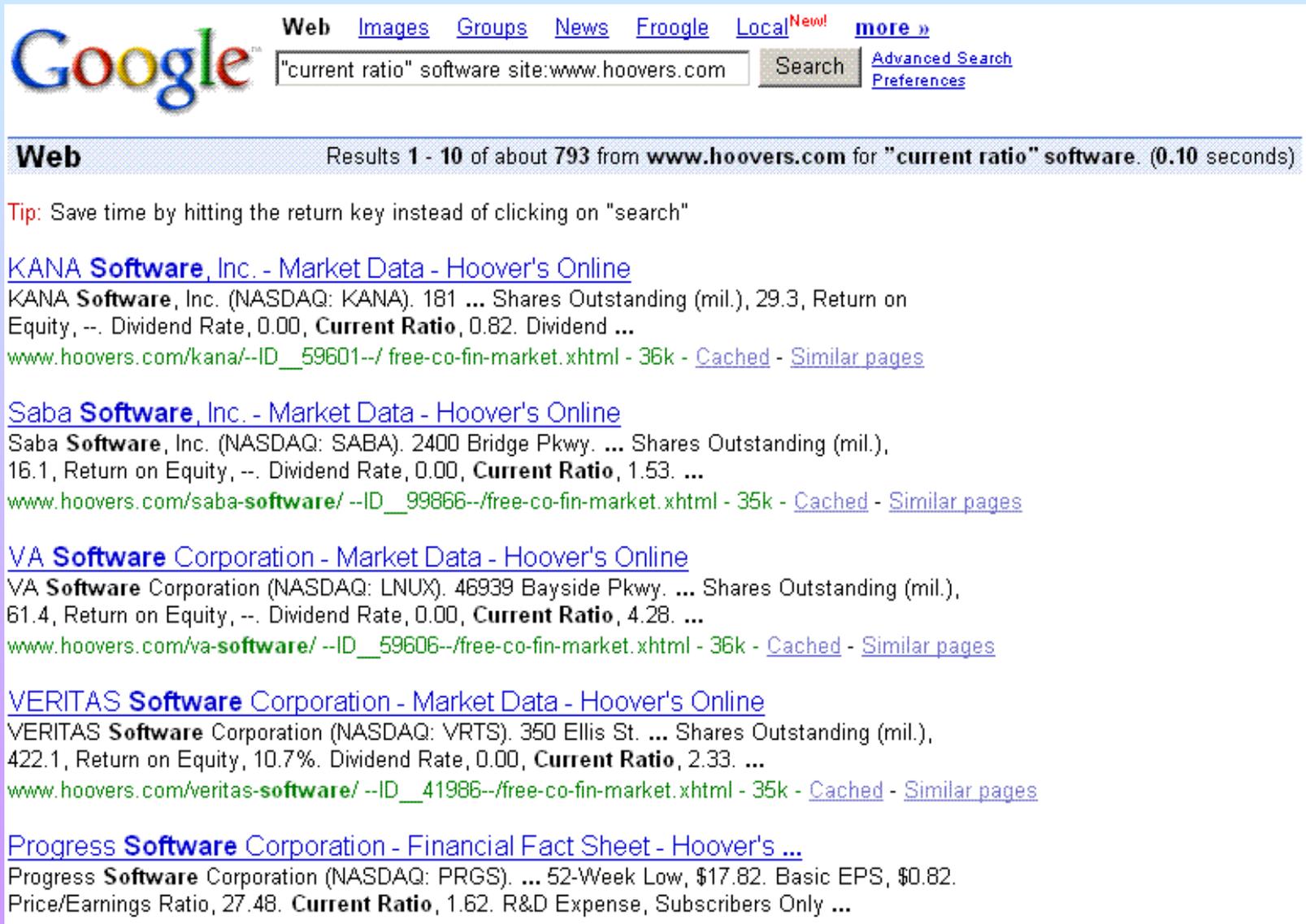
Google Search

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Question 1 - selected search results for the query:

"current ratio" software site:www.hoovers.com



Google Web Images Groups News Froogle Local^{New!} more »

"current ratio" software site:www.hoovers.com Search [Advanced Search](#)
[Preferences](#)

Web Results 1 - 10 of about 793 from **www.hoovers.com** for "current ratio" software. (0.10 seconds)

Tip: Save time by hitting the return key instead of clicking on "search"

[KANA Software, Inc. - Market Data - Hoover's Online](#)
KANA **Software**, Inc. (NASDAQ: KANA). 181 ... Shares Outstanding (mil.), 29.3, Return on Equity, --. Dividend Rate, 0.00, **Current Ratio**, 0.82. Dividend ...
[www.hoovers.com/kana/--ID__59601--/free-co-fin-market.xhtml](#) - 36k - [Cached](#) - [Similar pages](#)

[Saba Software, Inc. - Market Data - Hoover's Online](#)
Saba **Software**, Inc. (NASDAQ: SABA). 2400 Bridge Pkwy. ... Shares Outstanding (mil.), 16.1, Return on Equity, --. Dividend Rate, 0.00, **Current Ratio**, 1.53. ...
[www.hoovers.com/saba-software/--ID__99866--/free-co-fin-market.xhtml](#) - 35k - [Cached](#) - [Similar pages](#)

[VA Software Corporation - Market Data - Hoover's Online](#)
VA **Software** Corporation (NASDAQ: LNUX). 46939 Bayside Pkwy. ... Shares Outstanding (mil.), 61.4, Return on Equity, --. Dividend Rate, 0.00, **Current Ratio**, 4.28. ...
[www.hoovers.com/va-software/--ID__59606--/free-co-fin-market.xhtml](#) - 36k - [Cached](#) - [Similar pages](#)

[VERITAS Software Corporation - Market Data - Hoover's Online](#)
VERITAS **Software** Corporation (NASDAQ: VRTS). 350 Ellis St. ... Shares Outstanding (mil.), 422.1, Return on Equity, 10.7%. Dividend Rate, 0.00, **Current Ratio**, 2.33. ...
[www.hoovers.com/veritas-software/--ID__41986--/free-co-fin-market.xhtml](#) - 35k - [Cached](#) - [Similar pages](#)

[Progress Software Corporation - Financial Fact Sheet - Hoover's ...](#)
Progress **Software** Corporation (NASDAQ: PRGS). ... 52-Week Low, \$17.82. Basic EPS, \$0.82. Price/Earnings Ratio, 27.48. **Current Ratio**, 1.62. R&D Expense, Subscribers Only ...

Question 1 - the current ratio of a software company

VERITAS Software Corporation

(NASDAQ: [VRTSE](#))

350 Ellis St.
Mountain View, CA 94043 ([Map](#))

Phone: 650-527-8000
Fax: 650-527-2908
Toll Free: 800-327-2232

<http://www.veritas.com> 

Market Data

Current Information

Current Ratio	3.33
---------------	------

Long-Term Debt/Equity	...
-----------------------	-----

Question 1 - Search queries for Google



Web

Images

Groups

Directory

News-~~New!~~

"return on assets" software site:www.hoovers.com

Google Search

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Question 1 - selected search results for the query:

"return on assets" software site:www.hoovers.com

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"return on assets" software site:www.hoovers.com Search [Advan](#)
[Prefers](#)

Web Results **1 - 10** of about **166** from **www.hoovers.com** for **"return on assets"**

Tip: Save time by hitting the return key instead of clicking on "search"

[VERITAS **Software** Corporation - Market Data - Hoover's Online](#)
VERITAS **Software** Corporation (NASDAQ: VRTSE). 350 Ellis St. ... 60-Month Beta, 2.6, Price/Cash Flow Ratio, 33.22. Market Cap (mil.), \$11,506.1, **Return on Assets**, 5.4%. ... [www.hoovers.com/veritas-software/--ID__41986--/ free-co-fin-market.xhtml](#) - 34k - [Cached](#) - [Similar pages](#)

[Callidus **Software** Inc. - Market Data - Hoover's Online](#)
Callidus **Software** Inc. (NASDAQ: CALD). 160 W. Santa Clara St., Ste. ... 60-Month Beta, --, Price/Cash Flow Ratio, 86.60. Market Cap (mil.), \$207.8, **Return on Assets**, 0.8%. ... [www.hoovers.com/callidus-software/--ID__107245--/ free-co-fin-market.xhtml](#) - 34k - [Cached](#) - [Similar pages](#)

[Saba **Software**, Inc. - Market Data - Hoover's Online](#)
Saba **Software**, Inc. (NASDAQ: SABA). 2400 Bridge Pkwy. ... 60-Month Beta, 4.1, Price/Cash Flow Ratio, (4.28). Market Cap (mil.), \$53.2, **Return on Assets**, (37.0%). ...

Question 1 - the ROA of a software company

Callidus Software Inc. (NASDAQ: [CALD](#))

160 W. Santa Clara St., Ste. 1500
San Jose, CA 95113 ([Map](#))

Phone: 408-808-6400
Fax: 408-271-2662

<http://www.callidussoftware.com> 

Market Data

Current Information

Return on Assets

0.8%

Question 2

Find the DSO norm (in days) for the semiconductor, Hardware, IT Services, sectors.

Question 2 - Search queries for Google

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol.

Web

Images

Groups

Directory

News-New!

define:dso

Google Search

I'm Feeling Lucky

- [Advanced Search](#)
- [Preferences](#)
- [Language Tools](#)

Days Sales Outstanding.

www.unisys.com/common/investors/glossary/d.asp

Question 2 - Search queries for Google

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol.

Web

Images

Groups

Directory

News-~~New!~~

(dso OR "days sales outstanding") it sector table

Google Search

I'm Feeling Lucky

- [Advanced Search](#)
- [Preferences](#)
- [Language Tools](#)

Question 2 - selected search results for the query:

(dso OR "days sales outstanding") it sector table

[\[More results from www.scotland.gov.uk \]](#)

[DSO: A Key Metric for Monitoring Hidden Internal Troubles](#)

Table 1: Days Sales Outstanding (DSO) Median Results by Tech Industry Sector. Tech Sector (Definitions), # Co's, DSO Q4 2003 Trailing 4 Quarters, DSO ...

www.culpepper.com/eBulletin/2005/MayRatiosArticle.asp - 28k - [Cached](#) - [Similar pages](#)

[Insights on Financial Ratios: A Comparison of Four High-Tech ...](#)

Table 1: Key Ratios by Industry Sector (Medians for Q1 2003, Trailing Four Quarters) ... of the Software sector with its unduly high **Days Sales Outstanding**. ...

www.culpepper.com/eBulletin/2003/JuneRatiosArticle.asp - 19k - [Cached](#) - [Similar pages](#)

[\[More results from www.culpepper.com \]](#)

[\[PDF\] Table of contents](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)

Source: **Sector Inquiry 2005/2006**. Note: all percentages are rounded. 61. The data in the **table** above reveal that when the zones are isolated, the largest ...

www.eftasurv.int/?1=1&showLinkId=8617&1=1 - [Similar pages](#)

Question 2 - selected search results for the query:

(dso OR "days sales outstanding") it sector table

Overall, 10 of our 15 tech sectors had DSOs that significantly increased from the previous year.

Table 1: Days Sales Outstanding (DSO) Median Results by Tech Industry Sector				
Tech Sector	# Co's	DSO Q1 2003 Trailing 4 Quarters	DSO Q1 2004 Trailing 4 Quarters	% Change in DSO
Hardware & Electronics				
Capital Equipment	20	72	94	30.2%
Semiconductor (Fab)	38	48	56	15.1%
Semiconductor (Fabless)	23	48	51	6.3%
Computer Hardware	32	48	54	11.6%
Telecom & Network Equipment	43	52	58	11.1%
Scientific & Test Instruments	10	63	69	8.8%
Manufacturing Services	7	49	52	5.7%
Software				
Education & Entertainment Software	8	49	35	-28.6%
Personal Software	21	59	59	0.0%
Enterprise Software	96	67	68	1.3%
IT Services				
IT Professional/Consulting Services	25	76	81	4.9%
Data Processing	18	52	52	0.0%
Internet Services	9	32	40	25.0%
Other Tech Sectors				
High-Tech Distributors	7	47	65	18.0%
Biotechnology	24	70	71	1.5%

Question 3

Find the details of three technology parks in Tunisia (name, address, tel. etc.).

Question 3 - Search queries for Google

("industrial OR technology incubator" OR
"technology OR industrial park") site:tn

Question 3 - selected search results for the query:

("industrial OR technology incubator" OR "technology OR industrial park") site:tn

[interieur](#)

... **Technology Incubator**, providing a full range of technical assistance and business support ... The Sfax **Technology Park** will provide a range of shared, onsite ...

www.universites.tn/tech_sfax/inter/composantes%20en%20ang.htm - 13k - [Cached](#) -

[CEPEX](#) - [[Translate this page](#)]

... Enterprise Directorate General, Commission européenne. Heletel Ltd., Thessaloniki **Technology Park**, GR-57001 Thermi Thessaloniki, Grèce. ...

www.cepex.nat.tn/site/index.asp?idserv=15&IDQuestion=37&IDCategorie=2& - 58k -

[Cached](#) - [Similar pages](#)

[CITET: Ecotechnology transfer](#)

... **Technology park**. ... Role of CITET Facilities available **Technology Park** Pilote - "Margines" Pilote - Waste water Pilote - Composting Laboratories Workshop... ...

www.citet.nat.tn/english/transfer/parcs.html - 17k - [Cached](#) - [Similar pages](#)

Question 3 - selected search results for the query:

("industrial OR technology incubator" OR "technology OR industrial park") site:tn

Sfax Technology Park Components:

It is envisioned that the Sfax Technology Park will be developed as a modern, low-density facilities, catering to high-technology industries. At full build-out, the 60-hectare site should accommodate up to 233,500m² of total floor space and employ over 8,200 workers.

University campus

the STP will be fully integrated with a new campus of the University of Sfax for the South, one of Tunisia's leading institutions of higher learning for science and technology related disciplines. A number of new programs will be located at the new campus, including programs in data processing and multimedia technologies, electronics and telecommunications, management and business administration.

ICT Business Park and Production Components

As a mixed-use development, the Park will provide class A office and

Sfax Technology Park

TECHNOPOLE SFAX

http://www.universites.tn/tech_sfax/inter/composantes%20en%20ang.htm

Question 3 - selected search results for the query:

("industrial OR technology incubator" OR "technology OR industrial park") site:tn

WATER & WASTE WATER MGMT. **MARINE ENVIRONMENT** **AIR QUALITY** **BIODIVERSITY & DESERTIFICATION** **SOLID WASTE** **CLEANER INDUSTRY** **RENEWABLE ENERGY**

ECOTECHNOLOGY TRANSFER

The extensive use of natural resources and the degradation of the environment are serious phenomena, cost of which will be too heavy for future generations to bear. A sustainable approach to economic development assumes production and consumption systems based on technological choices which respect the potential of natural resources and the quality of the environment.



CITET
TRAINING
ASSISTANCE TO INDUSTRY
ECOTECHNOLOGY TRANSFER
LABORATORIES
DOCUMENTATION & PUBLICATIONS
RESOURCES
SITEMAP

Role of CITET
Facilities available
Projects
Other actions

<http://www.citet.nat.tn/english/transfer/>

Question 3 - selected search results for the query:

("industrial OR technology incubator" OR "technology OR industrial park") site:tn



SFAX TECHNOLOGY PARK

Home Presentation Localization Components Sfax Objectives Contact

Sfax Technology Park Components:

It is envisioned that the Sfax Technology Park will be developed as a modern, low-density facilities, catering to high-technology industries. At full build-out, the 60-hectare site should accommodate up to 233,500m² of total floor space and employ over 8,200 workers.

University campus

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ICT Business Park and Production Components

As a mixed-use development, the Park will provide class A office and



Question 3 - Search queries for Google

"technology transfer" site:tn

("industrial OR technology incubator" OR "technology park") (Tunisia OR tunis)

Question 4

Prepare a thorough review on the **Lebanese** pharmaceutical market

Question 4 - Search queries for Google

'lebanese" + OR "in lebanon ") "pharmaceutical market" reach
billion OR million)

Question 4 – selected search results for the query:

"Lebanese" + OR "in lebanon ") "pharmaceutical market" reach (billion OR million)

[Industrie pharmaceutique : produits, laboratoires](#)

... Lebanon - 15/11/2004 The **Lebanese pharmaceutical market** is estimated ... two new retail outlets **in Lebanon** – in Saida ... 07/01/2003 The **Lebanese** public organization ...

www.interexlebanon.com/opport/opport.asp?ATLAS=77&SECUID=0 - 44k - [Cached](#) - [Similar pages](#)

[US Commercial Service The Access Eastern Mediterranean Program ...](#)

... There are eight companies **in Lebanon** that manufacture ... The **pharmaceutical market** generates around \$400 **million** every ... In addition, the **Lebanese** government is ...

www.buyusa.gov/easternmed/healthcaremarketbriefs.html - 36k - [Cached](#) - [Similar pages](#)

[precision measure optics clockmaking](#)

Question 4 – selected search results for the query:

"Lebanese" + OR "in Lebanon ") "pharmaceutical market" reach (billion OR million)

Market Brief for Lebanon

Lebanon is the leading importer of pharmaceutical drugs in the Levant area with over 50 pharmaceutical importers. Some 5,976 types of drug are imported from more than 508 factories in 25 countries constituting between 92 and 95 percent of the total available in the market. In 1999, \$275 million worth of pharmaceutical drugs were brought in. The number went up to \$280 million in 2000 and to \$294 million in 2001, which generated some \$7 million worth of Customs duties.

There are eight companies in Lebanon that manufacture pharmaceuticals and export around \$4 million worth of pharmaceuticals yearly mostly to Arab countries. In 1998, locally manufactured drugs made up 5.7 percent, or \$14 million, of all drugs consumed.

The pharmaceutical market generates around \$400 million every year in retail sales. There are around 1,405 independent pharmacies and hospital-based pharmacies, of which an estimated 200 of those outside hospitals are working without a license. Among the regulations governing pharmacies is one that is meant to control their number. It is now required that a minimum of 300 meters be maintained between each facility.

The Government of Lebanon continuously tries to control and limit medication costs, and a proposal to open up the facility to import drugs away from exclusive agencies is seen as increasing competition and therefore reducing costs. The cost of health service is generally high. The market for medications, which accounts for 35-40 percent of health care expenditures, is largely unregulated. Local industry provides only a small share of the market. Imported medication is expensive and not wholly controlled. In any case, the

Question 4 – selected search results for the query:

"lebanese" + OR "in lebanon ") "pharmaceutical market" reach (billion OR million)

LEBANON

Basic health care in Lebanon needs drastic upgrading, and hospital rehabilitation and construction is attracting bids from a number of foreign-based companies. The cost of building a number of new medium-sized hospitals is currently being studied, especially for the Beirut and surrounding areas. The pharmaceutical market is estimated at US\$100 million, eight percent of which is covered by local production. There exist nine local pharmaceutical producing companies, three of which are operating under license. The largest company operates from Frosst-Merck, and the others produce generic pharmaceuticals independently.

Imported pharmaceuticals accounts for more than 90 percent of the Lebanon market. Imports have grown fivefold since 1991, with the retail value of imports amounting to approximately \$ 295 million in 2001. There are only six local pharmaceutical manufacturers in Lebanon which used to have one of the strongest pharmaceutical sectors in the Middle East prior to the civil war. Estimates put Lebanon's pharmaceutical production at not more than \$ 20 million while just up to 2 percent of that is manufactured outside licensing agreements with the multinationals.

Question 4 - Search queries for Google

"lebanon OR lebanese pharmaceutical market OR industry"

("lebanese" + OR Lebanon) ("pharmaceutical market OR industry") (size OR million OR billion)

(lebanon OR lebanese) pharmaceutical (industry OR) market) "table of content"

Question 4 – selected search results for the query:

(lebanon OR lebanese) pharmaceutical (industry OR market) "table of content"

- The Egyptian Insurance Market
- Jordan's Healthcare System
- Lebanon's Pharmaceutical Sector:
- Syria's Infant Pharmaceutical Industry

http://www.ahkmena.com/GAT_March/Tableofcontent.asp

Report in pdf format

ON THE
Cover
TITEL

Lebanon's Pharmaceutical Sector

Prescription: Local Production

Lebanon's pharmaceutical manufacturers have been marginalised by imports. This raises the need for an official government policy to help Lebanon make use of its comparative advantage—a highly respected medical sector supported by high calibre university graduates and a relatively modern industrial base.

Question 5

You need to evaluate a revolutionary invention in the nanotechnology field.

As part of the process you are requested to consult on the subject with academic experts from **Turkey**.

Find at least **5 nanotechnology Turkish** experts (name, e-mail address, and place of work).

Question 5 - Search queries for Google

"nanotechnology" (dr OR faculty OR department OR professor OR phd) site:tr

Question 5 – selected search results for the query:

"nanotechnology" (dr OR faculty OR department OR professor OR phd) site:tr

Ankara Üniversitesi • Mühendislik Fakültesi • Kimya ...

... **PhD** and MS STUDIES **PhD** Studies • --- Researcher ... **Dr. Burhanettin ÇİÇEK** SELECTED PUBLICATIONS • Karaduman ... 187 LABORATORIES • **Nanotechnology** Laboratory-I. ...

kimyamuh.ankara.edu.tr/sayfa/english/gruplar/nano.htm - 14k - [Cached](#) - [Similar pages](#)

ChE Staff

... anihal@hacettepe.edu.tr. Surface Engineering, Surfactants, Interfacial Phenomena, Colloid Chemistry, Materials Science, Nanomaterials and **Nanotechnology**. Asst. ...

www.che.hacettepe.edu.tr/staff.html - 29k - [Cached](#) - [Similar pages](#)

Question 5 – selected search results for the query:

"nanotechnology" (dr OR faculty OR department OR professor OR phd) site:tr



The image shows a screenshot of a website for the Nanotechnology Research Group. At the top right, there is an orange banner with the text "Research Group". Below this, the main heading is "NANOTECHNOLOGY RESEARCH GROUP". Underneath, there are three sections: "RESEARCH GROUP" listing "Assoc. Prof. Dr. Burhanettin ÇIÇEK", "PhD Students" listing "Araş. Gör. Akif SESLİ", and "Ms Students" listing "Mustafa OYMAEL". A "RESEARCH AREA" section lists six items: Fullerene Production, Nanotube Production, Synthesis of Various Chemicals from Fullerenes, Chemical Vapour Deposition, Adsorption Properties of Nanomaterials, and Mathematical Modeling. At the bottom, there is a section for "CURRENT PhD and MS STUDIES".

Research Group

NANOTECHNOLOGY RESEARCH GROUP

RESEARCH GROUP

- Assoc. Prof. Dr. Burhanettin ÇIÇEK

PhD Students

- Araş. Gör. Akif SESLİ

Ms Students

- Mustafa OYMAEL

RESEARCH AREA

- Fullerene Production
- Nanotube Production
- Synthesis of Various Chemicals from Fullerenes
- Chemical Vapour Deposition
- Adsorption Properties of Nanomaterials
- Mathematical Modeling

CURRENT PhD and MS STUDIES

<http://kimyamuh.ankara.edu.tr/sayfa/english/gruplar/nano.htm>

Question 5 – selected search results for the query:

"nanotechnology" (dr OR faculty OR department OR professor OR phd) site:tr

 **Department of Chemical Engineering** Staff
Tuesday, April 13 2004, 12:48 PM
:: [ChE Overview](#) : [Staff](#) : [Research](#) : [Courses](#) : [Seminars](#) : [Grad.Database](#) : [Usefulinks](#) ::

<p><u>Asst. Prof. Nihal</u> <u>AYDOGAN</u></p> 	<p><u>anihal@hacettepe.edu.tr</u></p>	<p>Surface Engineering, Surfactants, Interfacial Phenomena, Colloid Chemistry, Materials Science, Nanomaterials and Nanotechnology</p>
<p>Prof. Erhan PISKIN</p> 	<p><u>piskin@hacettepe.edu.tr</u></p>	<p>Polymeric Materials: Synthesis, Processing and Applications</p>

www.che.hacettepe.edu.tr/staff.html

Question 5 - Search queries for Google

"faculty OR staff OR members" nanotechnology site:tr

nanotechnology (cv OR "curriculum vitae" OR resume OR ("research interest OR activities")) site:tr

nanotechnology" (dr OR faculty OR department OR professor OR phd) ("university * * (turkey OR turkish))"

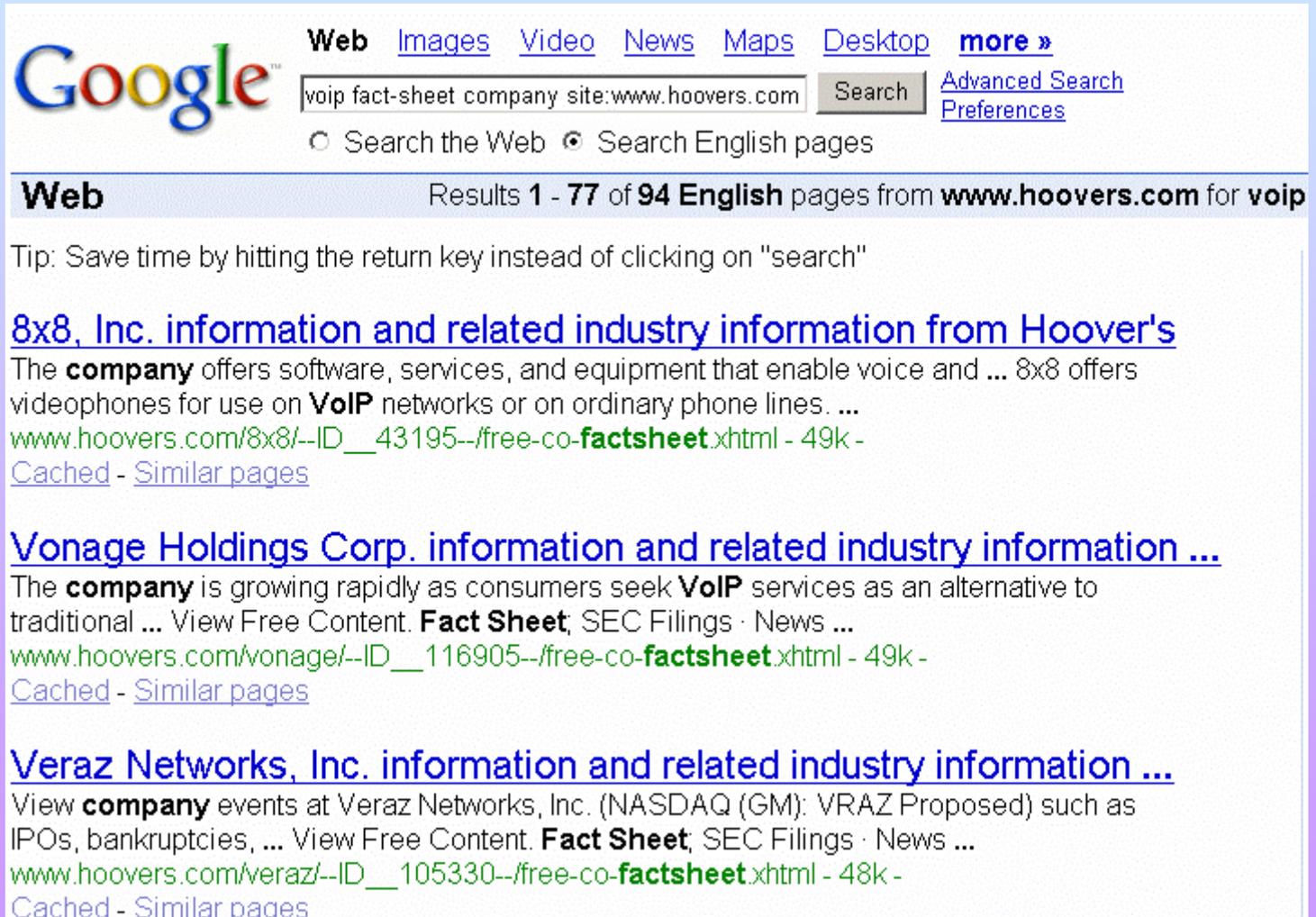
Question 6

You have invented a new VOIP product. Find at least 10 ideal strategic partners profiles for your invention.

Question 6 - Searching for Strategic partners

Go to google and type:

voip fact-sheet company site:www.hoovers.com



The screenshot shows a Google search interface. At the top left is the Google logo. To its right are navigation links: Web, Images, Video, News, Maps, Desktop, and more. Below these is a search bar containing the text 'voip fact-sheet company site:www.hoovers.com'. To the right of the search bar is a 'Search' button and links for 'Advanced Search' and 'Preferences'. Below the search bar are radio buttons for 'Search the Web' and 'Search English pages'. A horizontal line separates the search interface from the results. Below the line, the word 'Web' is on the left, and 'Results 1 - 77 of 94 English pages from www.hoovers.com for voip' is on the right. A tip is displayed: 'Tip: Save time by hitting the return key instead of clicking on "search"'. Three search results are listed, each with a blue underlined title, a brief description, and a green link to the source page. The first result is for '8x8, Inc.', the second for 'Vonage Holdings Corp.', and the third for 'Veraz Networks, Inc.'.

Web Results 1 - 77 of 94 English pages from **www.hoovers.com** for **voip**

Tip: Save time by hitting the return key instead of clicking on "search"

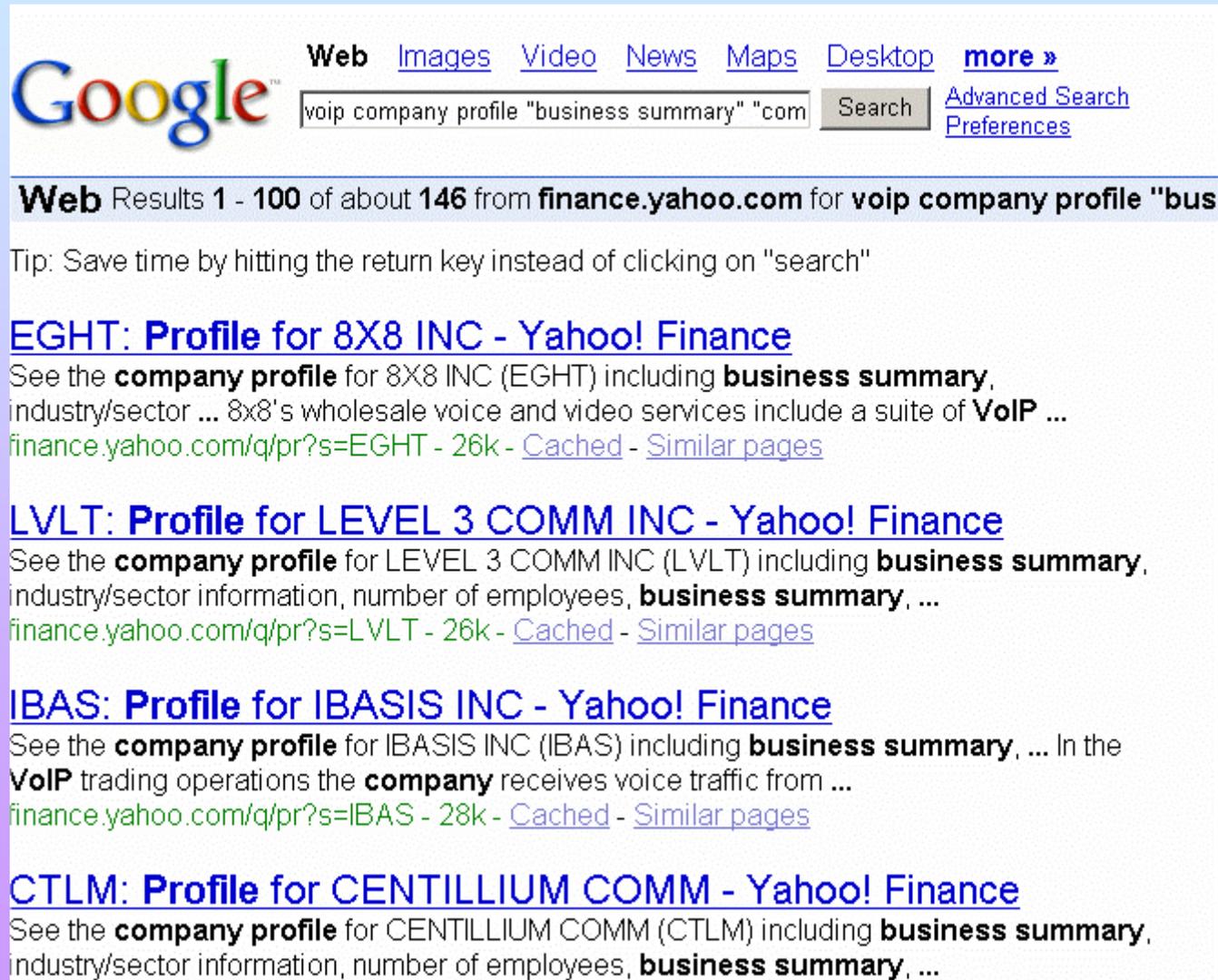
[8x8, Inc. information and related industry information from Hoover's](#)
The **company** offers software, services, and equipment that enable voice and ... 8x8 offers videophones for use on **VoIP** networks or on ordinary phone lines. ...
www.hoovers.com/8x8/--ID__43195--/free-co-factsheet.xhtml - 49k -
[Cached](#) - [Similar pages](#)

[Vonage Holdings Corp. information and related industry information ...](#)
The **company** is growing rapidly as consumers seek **VoIP** services as an alternative to traditional ... View Free Content. **Fact Sheet**, SEC Filings · News ...
www.hoovers.com/vonage/--ID__116905--/free-co-factsheet.xhtml - 49k -
[Cached](#) - [Similar pages](#)

[Veraz Networks, Inc. information and related industry information ...](#)
View **company** events at Veraz Networks, Inc. (NASDAQ (GM): VRAZ Proposed) such as IPOs, bankruptcies, ... View Free Content. **Fact Sheet**, SEC Filings · News ...
www.hoovers.com/veraz/--ID__105330--/free-co-factsheet.xhtml - 48k -
[Cached](#) - [Similar pages](#)

Question 6 - Searching for Strategic partners

voip company profile "business summary" "company websites"
site:finance.yahoo.com



The screenshot shows a Google search interface. At the top left is the Google logo. To its right are navigation links: Web, Images, Video, News, Maps, Desktop, and more. Below these is a search bar containing the text "voip company profile 'business summary' 'com'". To the right of the search bar is a "Search" button and two links: "Advanced Search" and "Preferences". Below the search bar, a header indicates "Web Results 1 - 100 of about 146 from finance.yahoo.com for voip company profile 'bus". A tip below the header reads: "Tip: Save time by hitting the return key instead of clicking on 'search'". The main content area lists four search results, each with a blue underlined title and a brief description:

- [EGHT: Profile for 8X8 INC - Yahoo! Finance](#)**
See the **company profile** for 8X8 INC (EGHT) including **business summary**, industry/sector ... 8x8's wholesale voice and video services include a suite of VoIP ...
finance.yahoo.com/q/pr?s=EGHT - 26k - [Cached](#) - [Similar pages](#)
- [LVLT: Profile for LEVEL 3 COMM INC - Yahoo! Finance](#)**
See the **company profile** for LEVEL 3 COMM INC (LVLT) including **business summary**, industry/sector information, number of employees, **business summary**, ...
finance.yahoo.com/q/pr?s=LVLT - 26k - [Cached](#) - [Similar pages](#)
- [IBAS: Profile for IBASIS INC - Yahoo! Finance](#)**
See the **company profile** for IBASIS INC (IBAS) including **business summary**, ... In the VoIP trading operations the **company** receives voice traffic from ...
finance.yahoo.com/q/pr?s=IBAS - 28k - [Cached](#) - [Similar pages](#)
- [CTLM: Profile for CENTILLIUM COMM - Yahoo! Finance](#)**
See the **company profile** for CENTILLIUM COMM (CTLM) including **business summary**, industry/sector information, number of employees, **business summary**, ...

Questions ?



Part D Practical session - using ready-made generic formulas and the JBEngine, for Business Intelligence Gathering

In this part of the workshop we will look at some of the tools and learn some of the methods necessary for acquiring the needed information.

The JBEngine's concept & outputs

- ◆ The JBEngine, enables us to search the Internet and the Extranet databases for specific information by using ready-made generic formulas

We want to find ready market research reports on a given subject (lasers) from one place and minimal search steps

Home	Welcome	About JBE	Registration	Legal Notes	Contact Us
------	---------	-----------	--------------	-------------	------------



[Main Menu](#) > [Market Information](#) > Market Size Information Finder

Please enter the following information:

Keyword:

Country Name:

©Jacob Bar 2001

Search results for the bi market in france

[Home](#)[Welcome](#)[About JBE](#)[Registration](#)[Legal Notes](#)[Contact Us](#)

[Main Menu](#) > [Market Information](#) > [Market Size Information Finder](#)

Keyword: **business intelligence**

Country Name: **France**

Open	Results	Source
<input type="checkbox"/>	"business intelligence Market" could reach	Google
<input type="checkbox"/>	"business intelligence Market"	Google
<input type="checkbox"/>	The market for business intelligence	Google
<input type="checkbox"/>	business intelligence "Market size"	Google
<input type="checkbox"/>	business intelligence Size of market	Google
<input type="checkbox"/>	business intelligence Needs	Google
<input type="checkbox"/>	business intelligence Consumption	Google
<input type="checkbox"/>	business intelligence "Market overview"	Google
<input type="checkbox"/>	business intelligence Usage	Google
<input type="checkbox"/>	business intelligence Subscribers	Google

[mark all](#)[clear all](#)[open marked results](#)[previous](#)

The JBEngine allows us to perform a search from a single place and in one step in several extranets which specialize in a specific subject

The JBEngine creates for us a list of queries with several combinations composed of synonyms of the concept that we are looking for.

Thus, enabling us to run several queries which supply us with several answers for a given problem.

In spite of the fact that each query contains different keywords - the bottom line is that we get a uniform result describing (in this case) the nanotechnology market

Even the most sophisticated search engine (existing today) do not include the necessary queries that allow to find the specific information-in the best case, they partially explain through the Help feature, the available search options.

Even if the person who searches for information is professional and sophisticated, and knows well the relevant key-words, he does not always remember all the possibilities, and even if he remembers - he will have to repeat his query several times, including the opening of windows and superfluous typing (18 times in our case).

The JBEngine saves a considerable amount of time, even to the sophisticated searcher.

- ◆ Since the JBEngine searches for information in specialized sources, it is possible to conduct the search using 2-3 key words only, and sometimes even one key word.

Operating the JBEngine via the Internet

Type: <http://www.jbhelpme.com>

This window will open:

Home Search with JB-Engine Registration About Us Services Downloads Contact Us

Intelligence By Objectives

Search with JB-Engine

JB Directory

Press here



This site is under continuous construction

Enter here user name and password

Home Search with JB-Engine Registration About Us Services Downloads Contact Us

Int Connect to 127.0.0.1



cgi-bin/secure

User name:

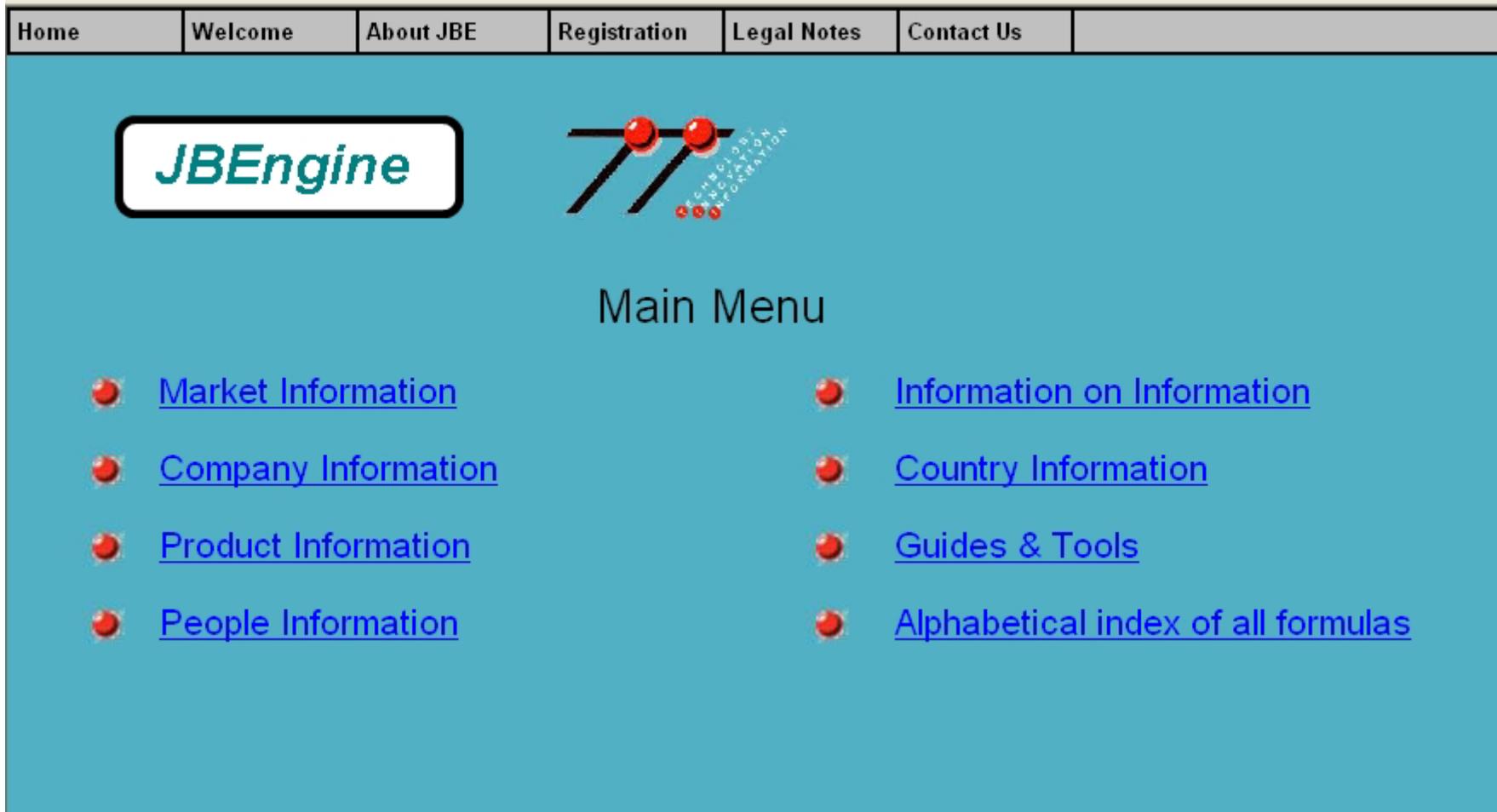
Password:

Remember my password

OK Cancel



This window will open:



The image shows a screenshot of a web browser displaying the JBEngine website. At the top, there is a navigation bar with the following links: Home, Welcome, About JBE, Registration, Legal Notes, and Contact Us. Below the navigation bar, the JBEngine logo is displayed in a rounded rectangle on the left. To the right of the logo is a graphic consisting of two parallel diagonal lines with two red spheres at their top ends, and the text 'TECHNOLOGY SUBSCRIPTION INFORMATION' written vertically along the lines. Below this graphic, the text 'Main Menu' is centered. Underneath the main menu title, there are eight menu items arranged in two columns, each preceded by a red sphere icon. The items are: Market Information, Company Information, Product Information, People Information, Information on Information, Country Information, Guides & Tools, and Alphabetical index of all formulas.

Home Welcome About JBE Registration Legal Notes Contact Us

JBEngine

TECHNOLOGY
SUBSCRIPTION
INFORMATION

Main Menu

- Market Information
- Company Information
- Product Information
- People Information
- Information on Information
- Country Information
- Guides & Tools
- Alphabetical index of all formulas

JBEngine Main Menu:

Home

Welcome

About JBE

Registration

Legal Notes

Contact Us

[Main Menu](#) --> Alphabetical index of all formulas

Alphabetical index of all formulas

Select Formula:

Please Select Formula 

Goto Formula

This version contains only part of the available formulas. The formulas are arranged in alphabetical order.

Select the desired formula, type keyword and start the search

Home Welcome Please Select Formula Notes Contact Us

[Main Menu --> Alphabetical](#)

Select Formula:

Alp

formulas

Goto Formula

- Academic Expert Finder
- Acronym Finder
- Annual Reports Finder
- Association Finder
- Books Finder
- Company News Finder
- Company Patents Finder
- Company Profile Finder
- Company Strategy Finder
- Company WebSite Finder
- Competition Finder
- Conferences and Exhibitions Finder
- Country Guides Finder
- Country Industry Profile Finder
- Countrys' Largest Corporations Finder
- Country Profile Finder
- Countrys' Trade Statistics Finder
- Country Yellow & White Pages Finder
- Distributors Finder
- Does this person own a patent ?
- E-Mails Finder
- Guide To
- How To Find
- How To Write A...
- Information Source Finder
- Keyword Suggestion Tool
- Managers Finder
- Market Players Finder
- Market Research Reports Finder

This version contains only part of the available formulas. The formulas are arranged in alphabetical order.

Important note

The results obtained by using JBEngine formulas, can always be refined online if we are not satisfied with them, i.e. in case we obtain too few or too many results.

In the present workshop we will use around 40 generic formulas for searching the information needed for the partnering process.

Available J BEngine Utility formulas:

See: formulas_geneva.rtf

Generic formulas list:

Formula Name	Keyword Type
1. <i>Company News Finder</i>	<i>Company name</i>
2. <i>Company Patents Finder</i>	<i>Company name</i>
3. <i>Company Website Finder</i>	<i>Company name</i>
4. <i>Conferences and Exhibitions Finder</i>	<i>Domain OR technology OR product</i>
5. <i>Country Commercial Guide Finder</i>	<i>Country name</i>
6. <i>Country Industry Profile Finder</i>	<i>Country name</i>
7. <i>Country Profile Finder</i>	<i>Country name</i>
8. <i>Country Yellow & White pages Finder</i>	<i>Country name</i>
9. <i>Countrys' Largest Corporations Finder</i>	<i>Country name</i>
10. <i>Extranets (Invisible web) Finder</i>	<i>Domain OR technology OR product</i>
11. <i>Future Technologies</i>	<i>Domain OR technology OR product</i>
12. <i>Information Source Finder</i>	<i>Domain OR technology OR product</i>
13. <i>Leading Companies Finder</i>	<i>Domain OR technology OR product</i>
14. <i>Managers Finder</i>	<i>Company name</i>
15. <i>Market Players in a Given Market</i>	<i>Domain OR technology OR product</i>
16. <i>Market Research Reports Finder</i>	<i>Domain OR technology OR product</i>

Status of the market:
finding the available products and or
technologies in the market

Using the formula: **pictures finder**

Main usage: market research

Searching for pictures of new/existing products and or technologies

Searching for the owner/s of a given product or technology (market players)

Searching for product brochures, guides and catalogues

Searching for specialized information sources (sites, journals, books, reports) specializing in a given field.

Using the formula: **patents finder**

Main usage:

- Checking the uniqueness / novelty of an idea/technology/product.

- One of the best information-sources for checking the Uniqueness / novelty of an idea or a product are patent-databases.

- The access to those databases is free of charge in most of the cases.

Using the formula: **New Product Finder**

By searching for companies press releases, new product announcements etc.

Main usage:

helps us to find existing (competing) products and or technologies

Market players

Potential partners

Using the formula: **market players finder**

Main usage: market/product/technology research

Searching for the players/competitors in a given market.

Searching for existing products/technologies in a given market

Searching for manufacturers/vendors/suppliers of a give product/technology

Searching for market share information

Searching for the market positioning of a given product/technology

Using the formula: **who makes it**

Main usage: helps us to find out who does what in a specific field, using only one location and a minimum number of steps.

Searching for manufacturers of products/technology from all over the world

Using the formula: **state of art finder**

Main usage: helps us to measure the novelty/uniqueness of a given product/technology, i.e.:

Searching for state of the art of a product/technology desired

Searching for the current technological situation of a given product/technology

Searching for the producers or users of the same product/technology (competition)

Using the formula: **reports finder**

Main usage:

Searching for information available on technology, product or company that is available from various types of reports such as:

■ White Papers

■ Business plans

■ Due diligence

■ Annual reports

Using the formula: **Annual Reports Finder**

Main usage:

Searching for inside information of public companies

Using the formula: **News Finder**

Main usage:

Searching for informative knowledge on product, technology or company, as it is available from newspapers and press releases, if the company is big enough / public.

Product/technology current and
future applications

Using the formula: **product tech applications finder**

Main usage: helps us find the applications/usage of a given product/technology, i.e.:

Searching for the current/future applications of a new product/technology

Searching for potential clients/customers for a given product/technology

Helps us evaluate the commercial potential of a given product/technology

Searching for market players in a given product/technology

Using the formula: **future-technologies**

Main usage: market/product/technology research

Searching for the potential market of a given product/technology

Finding out what will be the future technologies in a given field.

Searching for the future needs of a given product / technology

Using the formula: **swot analysis finder**

Main usage: helps us to evaluate the commercial potential and the technological feasibility of a given product/technology, by performing a SWOT analysis (Strength, Weakness, Opportunities, Threats of the product).

Searching for competitors' entry barriers to a product/technology

Searching for problems/limitations of a given product/technology

Searching for the risks involved in investing in the evaluate technology/product.

Market Information (needs, size,
structure, prices, players , etc.)

Using the formula: **market size finder**

Main usage: market/product/technology research

Searching for the market size of a given product or technology or service

Searching for market research reports

Searching for the market structure of a given product/technology

Using the formula: **market research report finder**

Main usage: market/product/technology research

Searching for the market size of a given product/technology

Searching for market research reports

Searching for the market structure of a given product/technology

Using the formula: **needs finder**

Main usage: helps us measure the market needs for a given product/technology and/or to evaluate its commercial potential.

And also to:

Find the market need for a given product/technology

Find unsolved problems in a given field/industry

Using the formula: **Distribution Channels Finder**

Main usage: helps us find the distribution channels of a given product or technology

Using the formula: pricing-info-finder

Main usage:

pricing information of a product, technology, services, commodities etc.

Using the formula: Who is Your Competitor

Main usage: helps us find who are the main competitors of a given company in one step

Using the formula: **company website finder**

Main usage:

Reaching the web site of a given company, without previously knowing the site's address (url), using a minimal number of steps,

Finding names and web site addresses of companies active in a given field, without previously knowing their address .

Using the formula: **Country industry profile finder**

Main usage:

By typing the name of the country, we obtain the analysis of the various branches of the industry.

■ It allows us to locate the main actors in a given industry and in a given country.

Using the formula: **Country's Largest Corporations Finder**

Main usage:

By typing the name of the country, we obtain the names of the leading companies in that country, together with the breakdown in the various types of industry- (the complete information can be obtained against payment)

Using the formula: **Leading companies finder**

Main usage:

By typing the name of a specific sector, we obtain the list of the sharks in that area.

Using the formula: **Country Yellow & White Pages Finder**

Main usage:

Searching for company directories (yellow pages and telephone directories - white pages)

There, we find easily a large number of companies that belong to a specific industry in a specific place.

- ◆ **Country Commercial Guide Finder**
- ◆ **Country Profile Finder**

Main usage:

Searching for background information on a given country where the potential partner is active

- ◆ **Conferences and Exhibitions Finder**

Searching for events where we can find potential partners, new products / technologies etc.

Additional useful formulas

Using the formula: **information sources-finder**

Main usage:

finding information sources & Extranets specializing in a given field of activity (industry, technology or products), i.e.:

- Companies acting in a given domain
- Experts
- News Extranets
- Journal & Magazine Extranets
- Associations
- Conferences, trade shows, meetings

Using the formula: Extranet Finder

Main usage:

Finding Extranets *specializing in a specific field*, using:

Universal search engines

Extranet databases

Search engines, directories & Extranets

Slide Presentations Finder

Basic Information Finder

Using the formula: **Managers finder**

We type the name of the company whose managers we wish to find.

Please keep in mind that only large and public companies report the names of their managers, who can then be found quite easily.

Questions ?



Additional JB s Workshops:

Workshop name	Module Type	Prerequisites	Workshop length	Number of participants
Intelligence By Objectives Methodology	Basic 1 (B1)	-	2 – 5 hours	Up to 50
Using the Internet & the Extranet as Tools for Business Intelligence Gathering	Basic 2 (B2) and or Add on to B1	B1	8 hours	Up to 20
The JBEngine – Problem Solving expert System	Add on to B2	B1	8 hours	Up to 20
Tips & Tricks for finding answers on the internet			4 hours	Up to 20
Tools and Methods to use before/ during/ after searching on the internet			4 hours	Up to 20
Internet's role in the methodology for screening new technologies, , products, and markets and evaluating their business potential	Add on to B2	B2	6 hours	Up to 20
Using The Internet To Choose, Reach and Collaborate With Your Optimal Strategic Business Partner	Add on to B2	B2	6 hours	Up to 20
Locating New Technologies as an Alternative for Self R & D	Add on to B2	B2	6 hours	Up to 20
ProbMatch a Problem Solving Oriented Technology Matching			6 hours	Up to 20
Finding new applications and markets for existing products			2 days	Up to 10

For more details please contact:



"To Question is the Answer"

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