

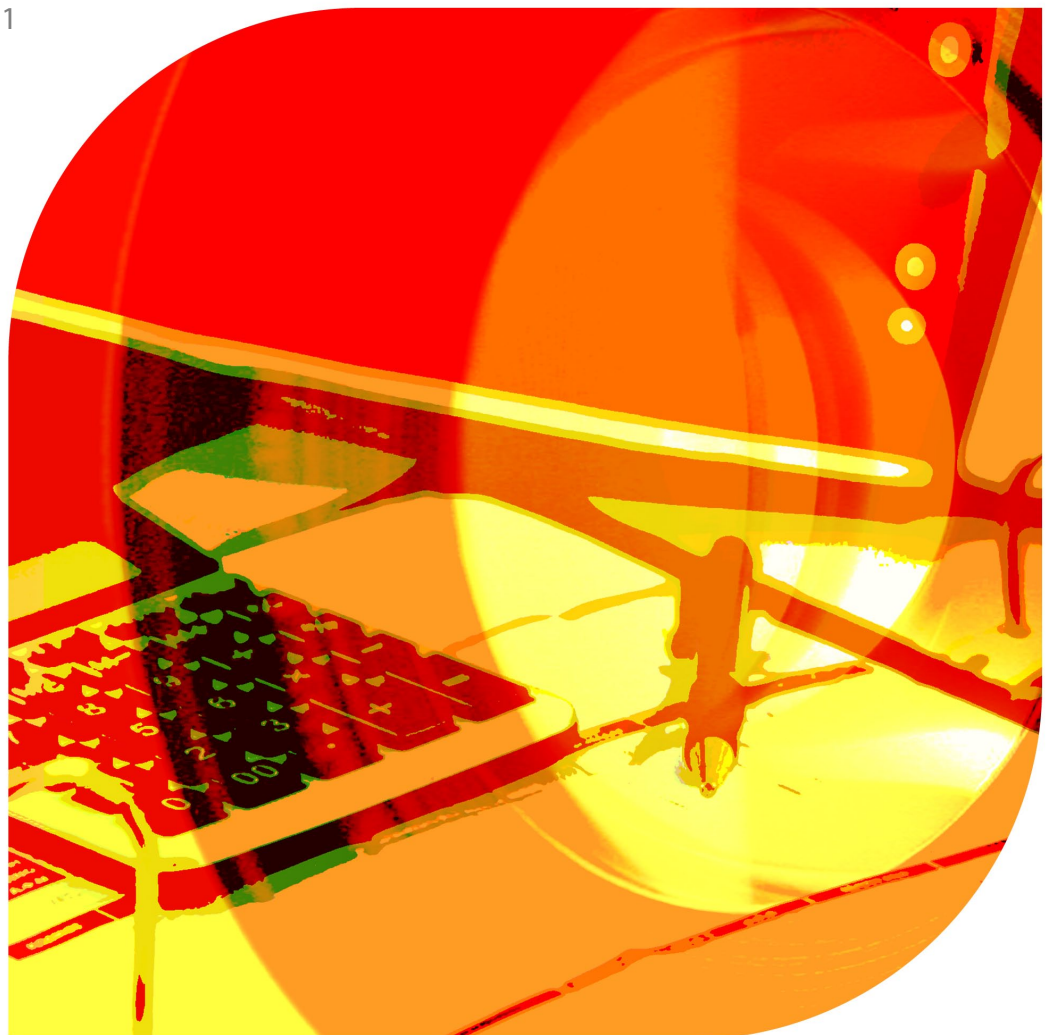
# VIP Report

## Product Review of HighBeam Business

In-depth, independent review of the products,  
plus links to related resources

*"This product consists of information in the form of company profiles, industry reports and business articles. There is also the ability to build customised company lists with a very intuitive List Builder interface. HighBeam Business is used most commonly for marketing, research and sales activities. Users can track developments in markets and industries, research company details and identify qualified sales prospects..."*

December 2011



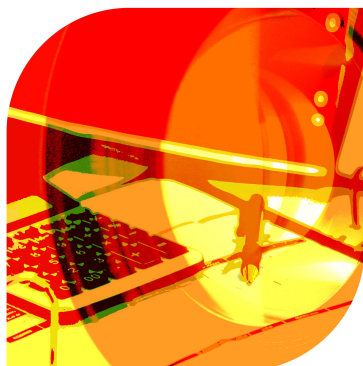
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VIP Volume: Reports on Products

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*In-depth review of product by experienced researcher, including screenshots and commentary*

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# About this Report

## VIP Report

VIP (<http://www.vivaVIP.com/>) publishes in-depth reports on products, vendors and user experiences relating to premium content products. The monthly *VIP Magazine*, available by paid subscription, includes news analysis and highlights from the latest product reviews. Subscribers also receive, as part of their subscription, the full product review reports published each month.

Users can also purchase individual reports and back-issues of the magazine to meet their immediate needs. The free *VIP Wires Weekly* HTML newsletter offers a regular update of the material which VIP's editorial team is reviewing and commenting upon.

To subscribe to VIP, purchase reports or back-issues or subscribe to the *VIP Wires Weekly* visit <http://www.vivaVIP.com/>

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### Contact Information

Free Pint Limited  
4-6 Station Approach, Ashford,  
Middlesex, TW15 2QN, United Kingdom  
Registered Office: Delaport Coach House, Lamer Lane, Wheathampstead, Herts, AL4 8RQ  
Registered Number: 3754481

Telephone: 01784 605000  
International: +44 1784 605000  
Email: [support@vivaVIP.com](mailto:support@vivaVIP.com)  
Web: <http://www.vivaVIP.com/>



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To improve the usability of VIP, we have shortened many long URLs with DigBig, a free utility that creates persistent links (<http://www.digbig.com>). When you click a DigBig URL, or paste it into your browser, you will be directed to the original URL.



Jan Knight

[View Author Biography](#)

*"...the search experience of the product, the quantity, broadness and quality of information along with the reasonable cost makes this a very useful product to include in the toolkit of any researcher."*

## Introducing HighBeam Business

HighBeam Business, [www.highbeambusiness.com](http://www.highbeambusiness.com) a product of Cengage Learning, (<http://www.cengage.com/us/>) was launched in 2010.

While this review will focus on a relatively new product from Cengage Learning, HighBeam Business, it will also include some brief references to HighBeam Research, an earlier product consisting of a subset of articles from HighBeam Business. It's important to note that with Cengage Learning as the publisher, both products, although relatively new in the information field, are backed by a company with a strong history. Cengage Learning is a leading provider of innovative teaching, learning and research solutions for the academic, professional and library markets worldwide. Cengage has over 5,500 employees in over 20 countries around the world.

HighBeam Business describes its mission as "providing business users with tools to identify key business information, enabling them to make more informed business decisions, create better presentations, identify new opportunities, increase revenues, and close sales".

This product review was conducted using the Firefox 8.0 browser.

## VIP's View

HighBeam Business is a great "go to" product for business professionals looking for quick and easy access to company profiles, industry reports and articles covering a wide array of topics.

For purposes of full disclosure I have been a subscriber to HighBeam Business for about a year, and for over two years before that I subscribed to the earlier HighBeam Research, the database of business articles, magazine and journals. Overall, the search experience of the product, the quantity, broadness and quality of information along with the reasonable cost makes this a very useful product to include in the toolkit of any researcher. The only potential downside I see is that some of the article content is not as current as many of us would like.

However, I would encourage any company in need of this type of content to at least consider HighBeam Business as a resource. The subscription costs are likely to be very manageable for small businesses and individuals.

## HighBeam Business: VIP's view

- |  |   |
|--|---|
| ✓ Good clean interface with intuitive search.    | ✓ Good download, export, email capabilities                   |
| ✓ Impressive amount of data in all content areas | ✓ List Builder – easy to build, edit and export data          |
| ✓ Ease of narrowing searches                     | ✓ Consistent layout of results aids in review & comprehension |
| ✓ Global coverage                                | ✗ No easy PDF print option for company or industry snapshots  |
| ✓ Broad industry coverage                        | ✗ Some article sources are not current                        |
| ✓ Fast searching                                 | ✗ No advanced search is easily available.                     |



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