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*Delivering Strategic Intelligence*

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Aloha Valued Client!

Finding and using new research technologies is so exciting for me, and this month I'm going to share with you some of my research finds at Google Labs. Use the sample links and get a glimpse of what's possible and at your finger tips for smarter looking projects and very current trend information. Impress your clients or your boss!

Please feel free to send me any questions or comments. I always like hearing from you and I am always looking for more clients who need research services.

#### Advanced Google For Modern Business Research



Behind the fabulous Google search engine is another fabulous place called Google Labs. Here Google keeps the beta versions of some very interesting new free and often mobile applications.

My top Google Labs picks for business research are:

1. [Google News Timeline](#). This web application allows users to view news and other data sources on a browsable, graphical timeline. Available data sources include recent and historical news, scanned newspapers and magazines, blog posts, sports scores, and various types of media, like music albums, books and movies. [Sample](#).
2. [Google Trends](#). Google Trends allows you to enter up to five topics and see how often they've been searched on Google over time. Learn how frequently your topics have appeared in Google News stories, and in which geographic regions. Where in the world is your product or service most popular? Use the Hot Searches or Hot Topics and see a snapshot of what's on

#### In this June 2010 issue:

- Advanced Google For Business Research
- Recently, I've Researched
- Women Executives Knowledge Sharing Group July Meeting

#### Recently, I've researched:

- Russian business executives
- Consumer food products
- Breast cancer
- Consumer healthcare
- Charter schools

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the public's collective mind by viewing the fastest-rising searches or what is getting the most "buzz". [Sample search](#). [Sample Top Hot Search](#).

3. [Google Squared](#). This tool helps you quickly build a collection of facts from the Web, for any topic. Facts about your topic are organized into a table of items and attributes; called "squares". Use drop lists to customize these Squares to see items and attributes of interest in. Great for reports! [Sample](#).
4. [Google Insights for Search](#). Using a basic key words search, Google analyzes a portion of worldwide Google web searches from all Google domains to compute how many searches have been done for your search terms. On the results page, see a graph; a breakdown of how the categories are classified; lists of the top searches and top rising searches; and world map displaying the search volume index with defined regions, cities, and metros. Good for trend reports!
5. [Google Public Data Explorer](#). Makes large datasets easy to explore, visualize tool to create visualizations of public data, link to them, or embed them in your own web pages. Results are updated automatically so the latest available data is showing. [List of available data sets](#).

I am happy to make contact with you this month and know that I am here to confidentially help you achieve your business and financial goals. Think of me as your in-house research staff. Call 808.243.3282.

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Women  
Executives  
Knowledge  
Sharing Group



JULY TABLE TOPIC: To be announced.

New members welcome. Join us on the first Thursday of the month and share your knowledge. For details, email [info@isotov.com](mailto:info@isotov.com).

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Business Pulse Poll

[What challenges are you facing when you look for information?](#)

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Quote of the Month:

To be everywhere is to be nowhere - Seneca

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