

# Unity Reader Quick Start Guide



evolving the information experience

## WELCOME TO EBRARY'S UNITY READER AND QUICKVIEW™!

### SYSTEMS REQUIREMENTS

- Minimum Java Standard Edition Runtime Environment 1.6 (JRE version 6).\*
- Linux, Windows XP, Windows Vista.
- Mozilla Firefox version 2.0 or higher, or Windows Internet Explorer version 6 or higher.
- Javascript enabled
- Cookies enabled
- Pop-up blockers allow \*.ebrary.com

\* Not required for QuickView

### GETTING STARTED

1. **Create a personal bookshelf** in order to create and save highlights, notes, and hyperlinks.
2. **Search** using simple or advanced, by keyword, full-text, publisher, author, and more. View results ranked by book or chapter.
3. **Instantly open and explore documents with QuickView** by clicking on the title name or image. No downloads or installations are required.

4. **Navigate** through the book with the table of contents, which provides chapter-level search results. Go to each occurrence of your search term, flip through pages, and go to specific page numbers. Navigate to highlights, notes, and hyperlinks using the Notes panel.
5. **Launch the ebrary Reader** for added functionality including printing, copying text, and InfoTools™, by clicking on the ebrary Reader™ button.

The screenshot illustrates the ebrary interface with numbered callouts (1-5) highlighting key features:

- 1**: Points to the **Bookshelf** tab in the top navigation bar.
- 2**: Points to the search filters (Text and Key Fields, Subject, Publisher) and the search results list.
- 3**: Points to the search results list, specifically the entry for "Business Plans That Work : A Guide for Small Business".
- 4**: Points to the **QuickView** button and the document preview area.
- 5**: Points to the **ebrary Reader** button in the top right corner of the document preview.

The document preview shows the cover of "Business Plans That Work" by Jeffrey A. Timmons, Andrew Zacharakis, and Stephen Spinelli. The cover features a red sign that says "A GUIDE FOR SMALL BUSINESS". The right sidebar shows the Table of Contents (TOC) and a Notes panel.

Instantly open and explore documents with QuickView by clicking on the title name or image. No downloads or installations are required!

6. **Use InfoTools** to link to other online resources, which may have been customized by your institution. Many InfoTools menu items can be activated by selecting words of interest in a document.
7. **Copy/paste and print with automatic citations.** Use Preferences on the InfoTools menu to select among four different styles. Citations include URLs back to the source.

8. **Highlight, take notes, and transform text into hyperlinks to other online resources.** Create multiple highlights and notes per page, resize and move notes, highlight with or without notes attached, and color code notes and highlights. All highlights, notes, and hyperlinks are automatically stored on your personal bookshelf if you are signed in.
9. **Manage your research** by creating folders in your bookshelf and dragging books, highlights, and notes by icon into the appropriate folder.

## ADDITIONAL RESOURCES

Sign up for ebrary's live web-based training program at <http://www.ebrary.com/corp/training.jsp>.

For Customer Support, please click on the "Help" link or email [support@ebrary.com](mailto:support@ebrary.com).

Launch the ebrary Reader for added functionality including printing, copying text, and InfoTools, by clicking on the ebrary Reader button from the search results or QuickView.

The screenshot shows the ebrary Reader interface with several callouts:
 

- 6:** Points to the InfoTools menu.
- 7:** Points to the InfoTools menu options like 'Copy Text...', 'Copy Bookmark', and 'Print Pages'.
- 4:** Points to navigation icons (back, forward, search, etc.) in the toolbar.
- 8:** Points to the highlighting and notes tools in the toolbar.

The main document content includes a section titled "3.1 Taglines" with the following text:
 

Just do it!  
Absolutely, positively has to be there over...  
We love to see you smile  
Discover all that's possible on the Internet  
Where do you want to go today?

that you can see as you type. As you are... build on, explain, or directly relate to the... likely isn't a necessary component of the **business plan**.  
reference to the tagline facilitates writing a concise **business**

to the story model is capturing the reader's attention. The foundation, but in writing the plan you want to create a...ual catch points. Too many **business plans** are text-laden, **tos**. Only the most diligent reader will wade through all...nd the valuable nuggets. Help the reader by highlighting...oints throughout the plan. How do you c... effective techniques include extensive use... strategically placed bullet point lists, diagr... point is to make the document not only... visually attractive.

Now let's look at the major sections of the plan (Exhibit 3.2). Keep in mind that although there are variations, most **plans** have these **components**. It is important to keep your plan as close to this format as possible because many stakeholders are used to the format and it facilitates spot reading. If you are seeking venture capital, for instance, you want to **facilitate quick perusal** because it has been found that venture capitalists often spend as little as five minutes on a plan before rejecting it or putting it aside for further attention. If a **venture capitalist** becomes frustrated with an unfamiliar format, it is more likely that she will

Page	Type	Content
55		The key to the story...
55		Now let's look at the...
55		basic elements to rem...
55		Keep in mind that alth...
55	www	http://www.vfinance....

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**Business Plans That Work : A Guide for Small Business**  
 Timmons, Jeffrey A. (Author) ; Spinelli, Stephen (Author) ; Zacharakis, Andrew (Author)  
 193 Pages  
 ISBN: 9780071412872 9780071436045  
 Publisher Loc.: Blacklick, OH, USA  
 Dewey: 658.4/012  
 Document Type: book  
 Publisher: McGraw-Hill Companies, The  
 Classification: Business planning. | Small business. | Entrepreneurship.  
 Language: en  
 Original Pub. Date: 2004  
 LC Call No.: HD30.28.T5766 2004eb  
 Date Published: 2004

<sup>1</sup>A running sidebar is a visual device positioned down the right-hand side of the page that periodically highlights some of the key points in the plan. Don't overload the sidebar, but one or two items per page can draw attention to highlights that maintain reader interest.