Getting to Grips with LaTeX — Importing Graphics
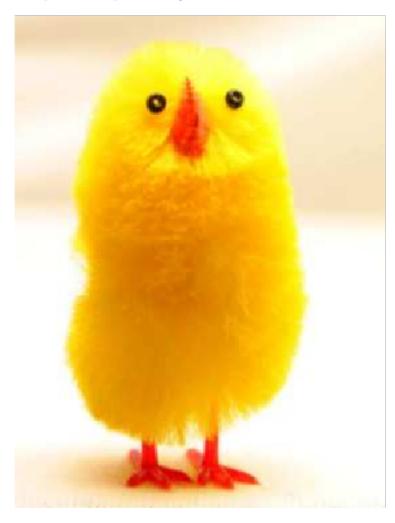
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An example of an imported image:

However, it is too large, so scale it down within LaTeX using the scale parameter, which scales by a constant scale factor (0.5, for example, to reduce by half):

Alternatively, you can specify lengths for the image to be resized. The width and height parameters are the ones you need. If you only specify one of the parameters, the aspect ratio will be maintained. For example, width=2.5cm:

Other tricks up graphicx's sleeves include the ability to rotate (angle=180).

And it is possible to focus in on a particular region of interest. Admittedly, it can often require a little trial-and-error. Using trim = left bottom right top crops the amount specified from the edge of the image. Remember to set the clip parameter too.