

LexisNexis® Academic Research Guides

Common Business Assignments

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If you have trouble accessing the LexisNexis Academic database, contact one of your school librarians. If they need to speak with someone at LexisNexis, please have them call 1-800-227-9597, ext. 54846.

LexisNexis *Academic* can be your go-to resource when you need company information. *Academic* contains profiles on over 80 million worldwide public and private companies in our *Company Dossier* section. Each *Company Dossier* snapshot runs over 70 searches at once and compiles the information together in one easy-to-read report.

Aside from Dossier, all of our news content has been indexed to include company and industry tags. You can also search our legal information to see recent court cases in which the company may have been involved.

See the following pages for the User Guides included:

For most scenarios, the company “Microsoft” will be used to illustrate the assignment.

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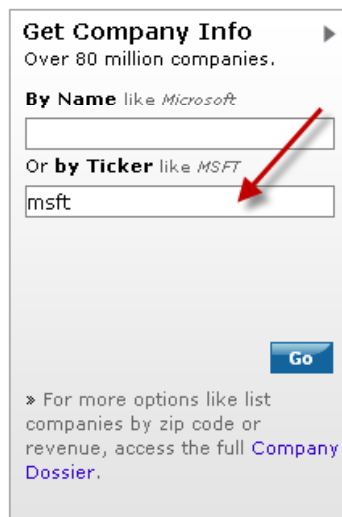
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Find a Company Snapshot on *Company Dossier*:

Whether you're a business major or just need some deeper information on a specific company, *Company Dossier* is a great research tool. The Company Snapshot will aggregate information from over 70 sources into one easy-to-read report. A quick way to see the snapshot is the Get Company Info widget, shown on the left. Follow the strategy on the right to explore *Company Dossier* further.

Get Company Info Widget



Get Company Info
Over 80 million companies.

By Name like *Microsoft*

Or by Ticker like *MSFT*

Go

» For more options like list companies by zip code or revenue, access the full [Company Dossier](#).


Search Strategy:

The Get Company Info Widget is on the front page of *Academic*.

Simply visit *Academic* at <http://www.lexisnexis.com/hotttopics/academic>

This widget will be on the bottom right corner. Click to expand. Type in the name of the company or its ticker symbol. The example above shows Microsoft's ticker, MSFT.

Company Dossier



Search

News
All News Foreign Language News

Legal
Federal and State Cases Federal Statutes and Regulations
Law Reviews Legal Reference
State Statutes and Regulations Patent Search
Shepard's® Citations

International Legal
Canadian Cases EU, Commonwealth, and Other Nations
Canadian Legislation

Companies
Dossier(Company, Executive, & Industry)
Smart Phone Interface



Company Executive Industry Upload a List

Find a Company Create a Company List Compare Companies

Enter the attributes of the company you are looking for, then click Find. If you don't know the company's ticker symbol or DUNS# number, complete as many of the other fields as possible.

Company Name Ticker Symbol **Find**

DUNS# Number **Clear Form**

Dossier ID

Company Type Only show headquarters locations

Regions/Countries [Select Multiple](#)

States/Provinces

Cities

Search Strategy:

1. Click on the Search By Content Type menu, and then "Dossier" under the Companies heading.
2. Type the name of the company or its ticker symbol in the proper field. In the example above, Microsoft's ticker symbol, MSFT is used.

This option is a great solution if you want to research a company, but only want to see headquarters information or a company site in a certain country.

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Find an Company Profile:

The Company Profiles content inside of LexisNexis *Academic* is useful when you are trying to find high-level information about a particular company. Use this form when your professor requires company information from a specific source like Hoover's or Standard and Poor's.

The screenshot shows the LexisNexis Academic interface for searching company profiles. The page title is "LexisNexis® Academic" and the section is "Company Profiles Search". At the top right, there is a "Search By Content Type" dropdown menu. Below this is a search bar with the placeholder text "Enter Search Terms" and a "Search" button. A red box highlights the search bar and button area, with a red arrow labeled "1." pointing to the "Search By Content Type" menu and another red arrow labeled "2." pointing to the search bar. Below the search bar is the "Advanced Options" section, which includes a "Date" range selector with "From" and "to" fields, each with a calendar icon. A red arrow labeled "3." points to the "Date" section. To the right of the date selector is the "Build Your Own Segment Search" section, which has a dropdown menu set to "COMPANY" and a text input field containing "COMPANY(Microsoft)". A red arrow labeled "4." points to the dropdown menu. Below the "Build Your Own Segment Search" section is a "Sources" section with a list of checkboxes and information icons. A red arrow labeled "5." points to the "Apply" button at the bottom right of the "Sources" section. At the very bottom right of the interface are "Apply" and "Cancel" buttons. A red arrow labeled "6." points to the "Search" button at the top right.

Search Strategy:

1. Select Company Profiles from the Search By Content Type menu
2. Select Advanced Options
3. Type in a Date Range to get the most recent results
4. Select COMPANY from the drop-down list on the Build Your Own Segment Search section and type the company you would like to search inside the parentheses
5. Click Apply
6. Click Search

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See a Company's SEC Filings:

SEC Filings are financial statements that companies are required to report to the US Securities and Exchange Commission (SEC.) These statements are useful to see how well a company is performing in the market, evaluate investments, and in some cases, see financial reports on shareholders, board members, and executive compensation.

The screenshot shows the LexisNexis Academic SEC Filings Search interface. A red box highlights the search input area. Red arrows with numbers 1 through 6 point to specific elements: 1. Search By Content Type dropdown menu; 2. Search input field; 3. Date range selection (From 01/01/2013 to 12/12/2013); 4. COMPANY dropdown menu in the Build Your Own Segment Search section; 5. Apply button; 6. Search button.

Search Strategy:

1. Select SEC Filings from the Search By Content Type menu
2. Select Advanced Options
3. Type in a Date Range to get the most recent results
4. Select COMPANY from the drop-down list on the Build Your Own Segment Search section and type the company you would like to search inside the parentheses
5. Click Apply
6. Click Search

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Compare Multiple Companies:

Use your *Company Dossier* subscription inside *Academic* to compare multiple companies' assets and liabilities side-by-side. This task is very useful for comparing two major market players like Microsoft and Apple Inc., as shown below.

The screenshot shows the LexisNexis Academic interface. On the left, the 'Search By Content Type' menu is open, with a red arrow and the number '1.' pointing to the 'Companies' section. The 'Companies' section includes the link 'Dossier(Company, Executive, & Industry)'. On the right, the 'Compare Companies' page is displayed. A red arrow and the number '2.' points to the 'Compare Companies' tab. A red arrow and the number '3.' points to the input fields for company names, which contain 'microsoft' and 'apple inc.'. A red arrow and the number '4.' points to the 'Compare' button.

Search Strategy:

1. On the Search By Content Type drop-down, Select Company Dossier to navigate to the Company Dossier product.
2. Click the Compare Companies tab at the top.
3. Type in the names of the companies you would like to compare.
4. Click the compare button.

Users are able to compare up to five companies at a time with this functionality.

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Make a List of Companies:

Creating a list of companies that meet certain criteria is very useful for things like job hunting, researching the economy of a city, or finding headquarters information. The example below shows a list of all publicly traded companies that make over \$1 billion in Washington, DC.

The screenshot displays the LexisNexis search interface. On the left, a 'Search' sidebar shows 'Search By Content Type' with a dropdown menu. The 'Companies' category is selected, showing 'Dossier(Company, Executive, & Industry)'. On the right, the 'Create a Company List' form is visible. The form includes fields for 'Company Type' (set to 'All Public'), 'Sales/Revenue' (set to 'Above \$1,000,000,000'), 'Employees', 'SIC Code', and 'NAICS Code'. The 'Geographic Information' section is set to 'United States' for 'Regions/Countries' and 'District of Columbia' for 'States'. A 'Create' button is located at the top right of the form.

Search Strategy:

1. On the Search By Content Type drop-down, Select Company Dossier to navigate to the Company Dossier product
2. Click the Create a Company List tab at the top
3. Set the company type to "All Public" - you have other choices to include all companies or private companies
4. Type \$1,000,000,000 in the "Above" box
5. Choose the United States in the Regions/Countries drop-down box
6. Choose District of Columbia in the "States" drop-down box
7. Click create

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Use the Index to Research Topics:

As all news articles are indexed to highlight major topics, using the index to research a specific topic is a smart idea. This strategy below will help you use the index to narrow down your results list to only those articles that are most relevant to your search. Start on the Advanced Options section of the main page. Select a general topic, like Baseball below, or even type in a Company Name.

The screenshot shows the LexisNexis Academic Search interface. Red arrows and numbers 1 through 7 indicate the following steps:

1. Click the Advanced Options Section (indicated by arrow 1 pointing to the 'Advanced Options' link).
2. Click on the Look Up Index Terms link (indicated by arrow 2 pointing to the 'Look up Index Terms' link).
3. Type a word that relates to your search. In the image above, the word "Baseball" is used. Click the red Find button (indicated by arrow 3 pointing to the 'Find' button).
4. In this example, "Baseball" refers to a subject, so scroll to the bottom of the list for subject results. Click the appropriate box for "Baseball" (indicated by arrow 4 pointing to the 'Baseball' checkbox under 'Subject Results').
5. Click the red OK-Add to Search button to include this index term (indicated by arrow 5 pointing to the 'OK - Add to Search' button).
6. Click Apply (indicated by arrow 6 pointing to the 'Apply' button).
7. Click Search (indicated by arrow 7 pointing to the 'Search' button).

Search Strategy:

1. Click the Advanced Options Section
2. Click on the Look Up Index Terms link and a new window will pop up
3. Type a word that relates to your search. In the image above, the word "Baseball" is used. Click the red Find button
4. In this example, "Baseball" refers to a subject, so scroll to the bottom of the list for subject results. Click the appropriate box for "Baseball"
5. Click the red OK-Add to Search button to include this index term
6. Click Apply
7. Click Search

After you complete the rest of your search, you will find that the index term "Baseball" should appear at the bottom of documents on your hit list.

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Find Company SWOT Analysis Reports:

SWOT Analysis reports are very important in business research, as they are an outside snapshot of market-perceived strengths, weaknesses, opportunities, and threats of a company. Finding these reports will give users a quick and easy overview of company performance in the market.

The screenshot shows the LexisNexis Academic search interface. At the top, there is a 'Search By Content Type' dropdown menu (labeled 1). Below it is a search bar with 'Enter Search Terms' and a 'Search' button (labeled 5). Under the search bar, there are 'Advanced Options' (labeled 2) and a 'Build Your Own Segment Search' box (labeled 3). The 'Build Your Own Segment Search' box contains a dropdown menu with 'PUBLICATION' selected, followed by 'And', 'Or', 'And Not', 'w/5', and 'w/p' buttons. Below these buttons is a text input field containing 'COMPANY(microsoft) AND PUBLICATION(SWOT)'. At the bottom of the interface, there is an 'Apply' button (labeled 4) and a 'Cancel' button. Below the 'Build Your Own Segment Search' box, there is a 'Sources' section with a list of checkboxes and information icons for various data sources.

Search Strategy:

1. Select Company Profiles from the Search By Content Type menu
2. Click on Advanced Options
3. Use the Build Your Own Segment Search box to construct the search shown above. Enter the company of your choice in the COMPANY() section, then press the AND button, then add the PUBLICATION(SWOT) string.
4. Click Apply
5. Click Search

No need to use a date restriction as the SWOT reports will always return the most recent report only.

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Find Industry Information:

LexisNexis *Academic* provides access to our full *Dossier* product, which includes company, industry, and executive information. Use *Industry Dossier* to find general information about the performance of a specific industry. As with *Company Dossier*, the results will be presented in an easy-to-read snapshot that includes top companies, recent news, and performance charts.

The screenshot shows the LexisNexis Academic search interface. On the left is a 'Search By Content Type' menu with categories: News, Legal, International Legal, and Companies. A red arrow labeled '1.' points to the 'Companies' category. On the right is the 'Find an Industry' form. At the top, there are tabs for 'Company', 'Executive', 'Industry', and 'Upload a List'. A red arrow labeled '2.' points to the 'Industry' tab. Below the tabs are two buttons: 'Find an Industry' and 'Browse Industry Hierarchy'. The 'Find an Industry' form has a 'Terms' input field containing 'computer', with a red arrow labeled '3.' pointing to it. Below the 'Terms' field is a 'SIC' input field. A red arrow labeled '4.' points to the 'Find' button. There is also a 'Clear Form' link next to the 'Find' button.

Search Strategy:

1. Select Dossier from the Search By Content Type Menu
2. Click the Industry Tab for Industry Dossier
3. Type in the name of the industry for which you are searching
4. Click Find

Note that it would be beneficial for the user to use an industry SIC code for a more specific search. The search above will show the user a list of various industries to choose from on the following screen before an Industry Snapshot is presented. Clicking on the “Browse Industry Hierarchy” tab will allow you to drill down to a specific industry from broader categories.

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Find Executive Information:

Top Executives are the powerhouses of companies – they make the hard decisions that can affect thousands of people and millions of dollars. Researching executives' pasts can sometimes predict their actions in the future. *Executive Dossier* will provide executive profiles, recent news, compensation information, and even legal cases in which the executives were involved.

The screenshot shows the LexisNexis search interface. On the left is a 'Search By Content Type' menu with categories: News, Legal, International Legal, and Companies. An arrow labeled '1.' points to the 'Companies' section, specifically to the 'Dossier(Company, Executive, & Industry)' link. On the right is the 'Find an Executive' form. At the top, there are tabs for 'Company', 'Executive', 'Industry', and 'Upload a List'. An arrow labeled '2.' points to the 'Executive' tab. Below the tabs are two buttons: 'Find an Executive' and 'Create an Executive List'. The form contains the following fields and options:

- Instruction: "Enter the attributes of the executive you are looking for, then click Find."
- Last Name: Input field containing "Ballmer". An arrow labeled '3.' points to this field.
- First Name: Input field containing "Steven".
- Company Name: Input field containing "Microsoft". An arrow labeled '4.' points to this field.
- Additional Terms: Empty input field.
- Select Sources: A list of checkboxes with the following options:
 - Executive Profiles
 - All News
 - Negative News
 - SEC Filings
 - Congressional Testimony
 - United States Case Information
 - Commonwealth & Irish Case Information
- Buttons: "Find" (with a magnifying glass icon) and "Clear Form". An arrow labeled '5.' points to the "Find" button.

Search Strategy:

1. Select Dossier from the Search By Content Type Menu
2. Click the Executive Tab for Executive Dossier
3. Type in the name of the Executive
4. Type in the Executive's Company Name
5. Click Find

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Find a Company's Recent Court Cases:

LexisNexis *Company Dossier* will not only help you find general company information, but will also direct you to recent news about the company and recent court cases in which the company was involved. The Company Snapshot will direct you to these recent cases, as shown below.

The screenshot shows the LexisNexis interface for finding a company's recent court cases. On the left, the 'Get Company Info' widget allows searching by name (e.g., 'Microsoft') or ticker (e.g., 'MSFT'). A red arrow points to the 'msft' input. Below this is a 'Go' button and a note: '» For more options like list companies by zip code or revenue, access the full Company Dossier.' The main content area shows the 'Company Snapshot' for Microsoft Corporation. A red arrow points to the 'Legal' section, specifically the 'Recent United States Cases' link. The results table below lists several court cases, including 'Virtual Solutions LLC v. Microsoft Corp.', 'Microsoft Corp. v. ITC', 'Novell, Inc. v. Microsoft Corp.', 'sBay Inc. v. Kelora Sys., LLC', 'Childs v. Microsoft Corp.', and 'Microsoft Corp. v. ITC'.

Search Strategy:

1. Use the Get Company Info widget on the main page of Academic Research to quickly navigate to a *Company Dossier* company snapshot. Type in the name of a company or the ticker symbol
2. Click the "Recent Cases" link on the left navigation of the company snapshot to see all recent cases for the company