LexisNexis® Academic Research Guides
Common Business Assignments

Table of Contents:

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.

1. Find a Company Snapshot on Company Dossier
2. Find a Company Profile
3. See a Company’s SEC Filings
4. Compare Multiple Companies
5. Make a List of Companies
6. Use the Index to Find Company News
7. Find Company SWOT Analysis
8. Search for Executive Information
9. Search for Industry Information
10. Find a Company’s Recent Court Cases
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*.

**Company Dossier**

**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.
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.

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
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.

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
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.

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.
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.

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
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.

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.
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.

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.
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.

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.
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.

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
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.

Search Strategy:

1. Use the Get Company Info widget on the main page of Academic 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