

Finding Company SWOTs in Lexis Nexis Academic

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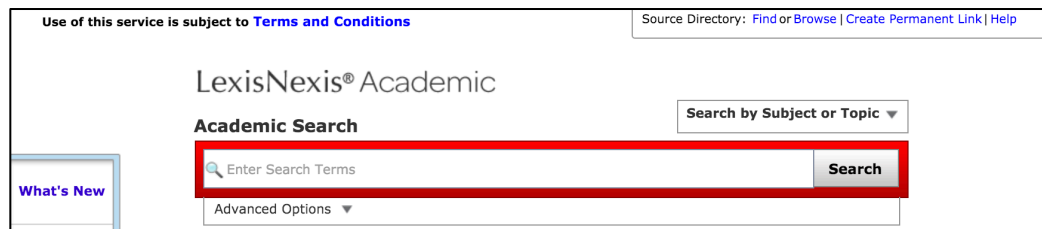
(Click the above headings to be taken to relevant section)

Why use Lexis Nexis Academic?

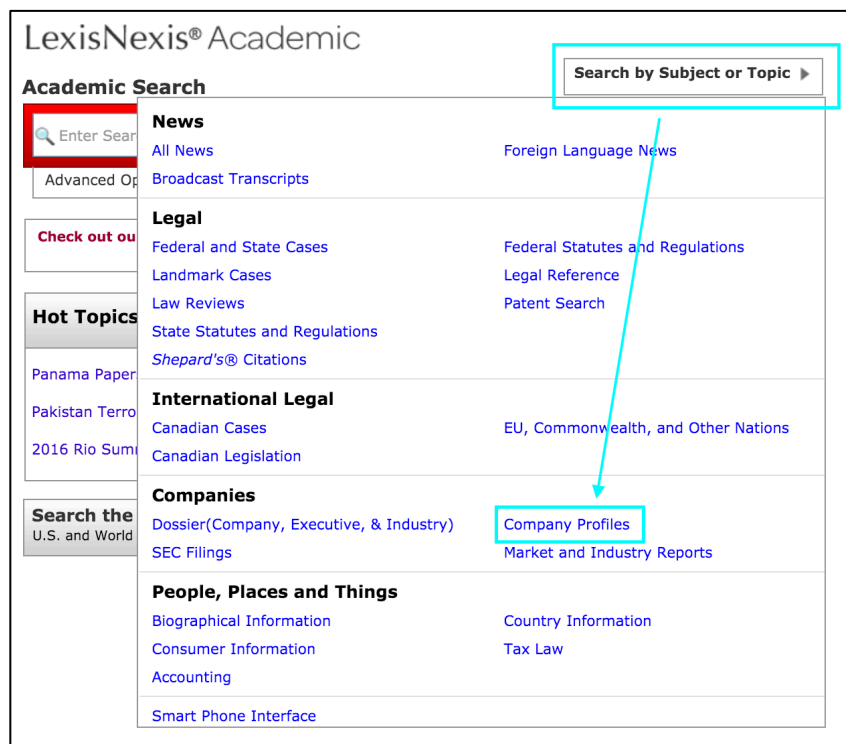
BRYT's video on finding company SWOT analyses shows you how to use Thomson One Investext, Marketline Advantage, and Passport to locate SWOT analyses. However, Lexis Nexis Academic is another great database that will help you find additional SWOT analyses for your research.

Finding Company SWOTs with Lexis Nexis Academic

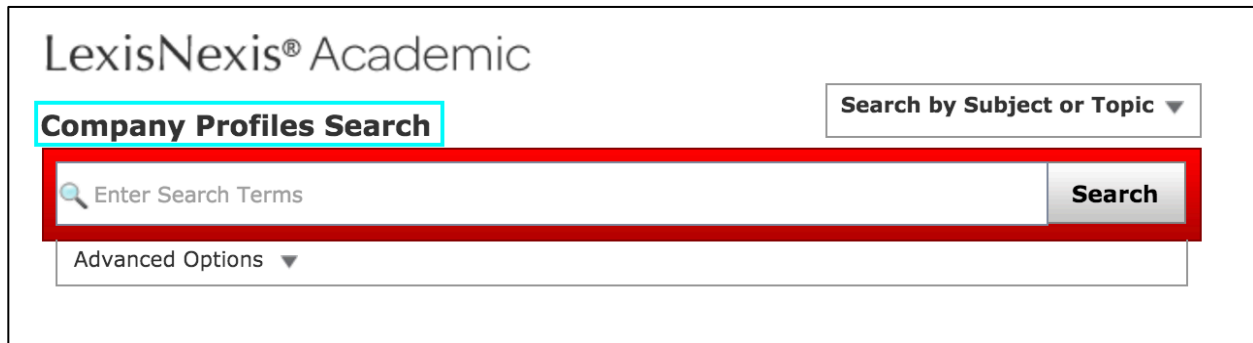
1. [Click on this link](#) to access Lexis Nexis Academic.
2. If you are off-campus, you will be prompted to enter your Passport York ID.
3. This will take you to the homepage of Lexis Nexis Academic.



4. Click on the **Search by Subject or Topic** link and then select **Company Profiles** under the **Companies** Section.



5. You will now be taken to the **Company Profiles search form**.



LexisNexis® Academic

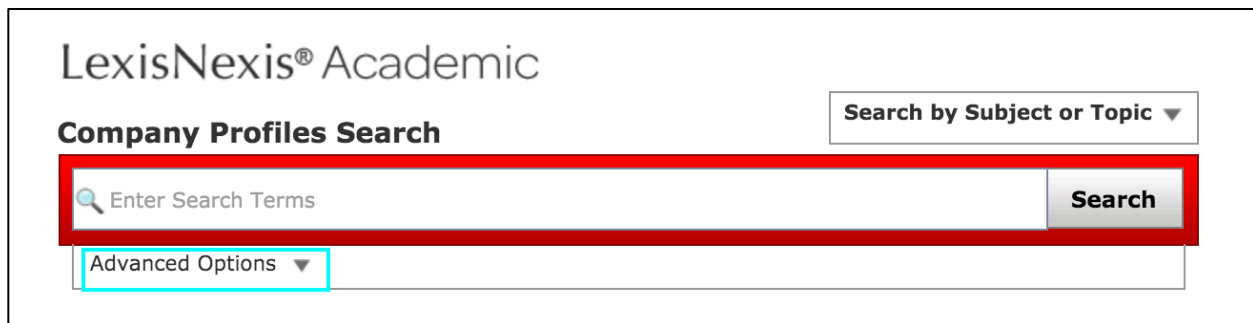
Company Profiles Search

Search by Subject or Topic ▼

Enter Search Terms **Search**

Advanced Options ▼

6. Click on the **Advanced Options** link below the main search box.



LexisNexis® Academic

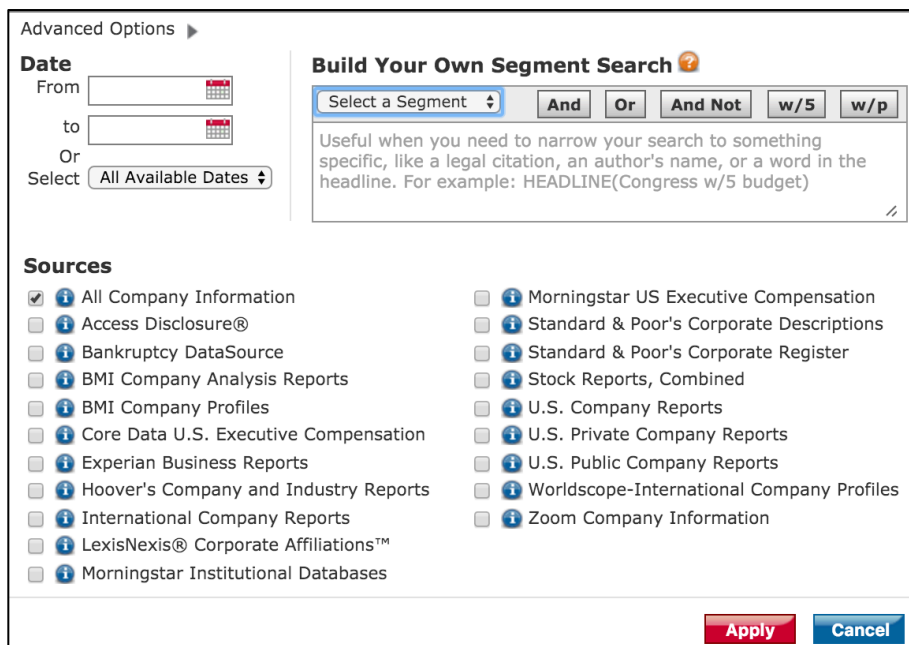
Company Profiles Search

Search by Subject or Topic ▼

Enter Search Terms **Search**

Advanced Options ▼

7. This will open the **Advanced Options form**.



Advanced Options ▶

Date

From

to

Or Select

Build Your Own Segment Search ⓘ

Select a Segment

Useful when you need to narrow your search to something specific, like a legal citation, an author's name, or a word in the headline. For example: HEADLINE(Congress w/5 budget)

Sources

<input checked="" type="checkbox"/> ⓘ All Company Information	<input type="checkbox"/> ⓘ Morningstar US Executive Compensation
<input type="checkbox"/> ⓘ Access Disclosure®	<input type="checkbox"/> ⓘ Standard & Poor's Corporate Descriptions
<input type="checkbox"/> ⓘ Bankruptcy DataSource	<input type="checkbox"/> ⓘ Standard & Poor's Corporate Register
<input type="checkbox"/> ⓘ BMI Company Analysis Reports	<input type="checkbox"/> ⓘ Stock Reports, Combined
<input type="checkbox"/> ⓘ BMI Company Profiles	<input type="checkbox"/> ⓘ U.S. Company Reports
<input type="checkbox"/> ⓘ Core Data U.S. Executive Compensation	<input type="checkbox"/> ⓘ U.S. Private Company Reports
<input type="checkbox"/> ⓘ Experian Business Reports	<input type="checkbox"/> ⓘ U.S. Public Company Reports
<input type="checkbox"/> ⓘ Hoover's Company and Industry Reports	<input type="checkbox"/> ⓘ Worldscope-International Company Profiles
<input type="checkbox"/> ⓘ International Company Reports	<input type="checkbox"/> ⓘ Zoom Company Information
<input type="checkbox"/> ⓘ LexisNexis® Corporate Affiliations™	
<input type="checkbox"/> ⓘ Morningstar Institutional Databases	

8. Click on the drop-down menu for **Select a Segment** and then choose **Company** from the drop-down list. This will add **COMPANY (InsertTermsHere)** to the search form.

The first screenshot shows the 'Build Your Own Segment Search' interface. A dropdown menu is open under 'Select a Segment', showing options: 5-YR, 5YR-MEAN-EST <, 5YR-MEAN-EST =, 5YR-MEAN-EST >, ABBAU, ABSTRACT, ABSTRACT-2, and ACCESSION-NO. The 'COMPANY' option is highlighted. The second screenshot shows the same interface with 'COMPANY' selected in the dropdown and 'COMPANY(InsertTermsHere)' entered in the search text box.

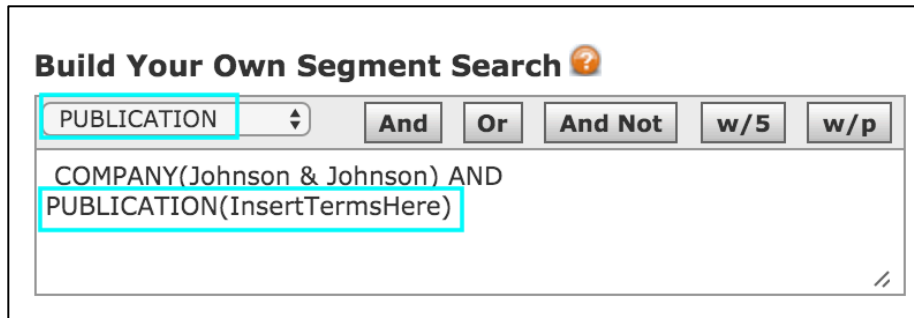
9. Change the text in **InsertTermsHere** to your company's name. We'll use Johnson & Johnson as an example.

The screenshot shows the 'Build Your Own Segment Search' interface. The dropdown menu is set to 'COMPANY' and the search text box contains 'COMPANY(Johnson & Johnson)'. The 'And' button is highlighted.

10. Then click the **AND** button so you can add another search term.

The screenshot shows the 'Build Your Own Segment Search' interface. The dropdown menu is set to 'COMPANY' and the search text box contains 'COMPANY(Johnson & Johnson)'. The 'AND' button is highlighted.

11. Click on the **Select a Segment drop-down menu** again and select **Publication** from the list. This will add **PUBLICATION(InsertTermsHere)** to the Search Form.

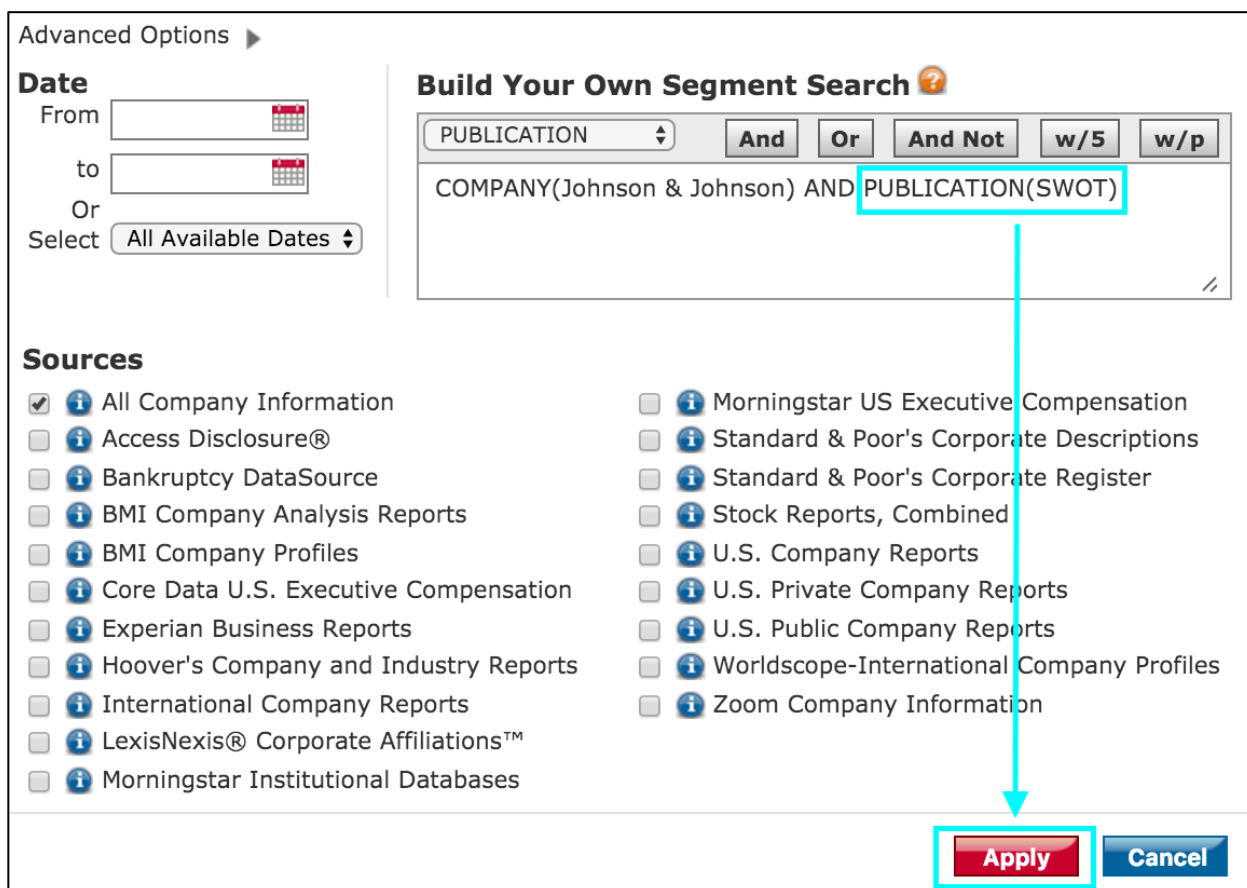


Build Your Own Segment Search ?

PUBLICATION And Or And Not w/5 w/p

COMPANY(Johnson & Johnson) AND
PUBLICATION(InsertTermsHere)

12. Change the text in **PUBLICATION(InsertTermsHere)** to **PUBLICATION(SWOT)** and then click **Apply**.



Advanced Options ▶

Date

From

to

Or
Select

Build Your Own Segment Search ?

PUBLICATION And Or And Not w/5 w/p

COMPANY(Johnson & Johnson) AND PUBLICATION(SWOT)

Sources

<input checked="" type="checkbox"/> All Company Information	<input type="checkbox"/> Morningstar US Executive Compensation
<input type="checkbox"/> Access Disclosure®	<input type="checkbox"/> Standard & Poor's Corporate Descriptions
<input type="checkbox"/> Bankruptcy DataSource	<input type="checkbox"/> Standard & Poor's Corporate Register
<input type="checkbox"/> BMI Company Analysis Reports	<input type="checkbox"/> Stock Reports, Combined
<input type="checkbox"/> BMI Company Profiles	<input type="checkbox"/> U.S. Company Reports
<input type="checkbox"/> Core Data U.S. Executive Compensation	<input type="checkbox"/> U.S. Private Company Reports
<input type="checkbox"/> Experian Business Reports	<input type="checkbox"/> U.S. Public Company Reports
<input type="checkbox"/> Hoover's Company and Industry Reports	<input type="checkbox"/> Worldscope-International Company Profiles
<input type="checkbox"/> International Company Reports	<input type="checkbox"/> Zoom Company Information
<input type="checkbox"/> LexisNexis® Corporate Affiliations™	
<input type="checkbox"/> Morningstar Institutional Databases	

Apply **Cancel**

13. You will now be taken back to the main search page. Click **Search** to run your search.

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Company Profiles Search

Search by Subject or Topic ▼

COMPANY(Johnson & Johnson) AND PUBLICATION(SWOT)

Search

Advanced Options ▼ Source: All Company Information

14. On the search results page, you can click on any of the relevant report titles to read a report or you can use the filters on the left side to further refine your search.

Result Groups

Hide

Show List

Sort Source Order

1-19 of 19

View Tagged

Select Language Disclaimer

Powered by Google Translate

Results

1. Johnson & Johnson, GlobalData - SWOT Analysis, April 25, 2016
2. S.C. Johnson & Son, Inc., Canadean - SWOT Analysis, April 7, 2016
3. Johnson Matthey Plc, GlobalData - SWOT Analysis, April 6, 2016

View Multiple Groups ▶

- All Results (19)
- Sources by Category
- Publication Name
- Subject
- Company**
 - JOHNSON & JOHNSON (3)
 - JOHNSON CONTROLS INC (3)