Student’s Name

1. Click on link to Business Source Complete database.

2. Conduct a search on your company to find articles about the company:
   a. Enter the complete proper name of your company: (as you found it in Lexis-Nexis Company Dossier for the assignment)

   Write name here:

   b. In the box labeled “Select a field”, click on “Company Entity”

   c. Then click on “Search”. How many articles did you find?

3. Click on “Source Types – Show More” in the left column of the search results page.
   a. Select Market Research Reports/ Find one that is useful and e-mail it to yourself.

   After class:
   b. Select Industry Profiles/ Find one that is useful and e-mail it to yourself.

   c. Select SWOT reports/ Find one that is useful and e-mail it to yourself.

4. Find articles about your company’s competitors, OR lawsuits OR business ethics (separate searches).

   Search Tip: Use the asterisk * instead of the ending of the word. This will give you all variations of word endings, e.g. competit* gives you competitor, competition, competitive.

   a. Which word or words did you ADD to your original search (ON COMPANY ENTITY)? Remember to remove words you added to the company name after each search, unless you want to combine them in a new search.

   1. 
   2. 
   3. 

b. How many articles did you find for each separate search?

1. 
2. 
3. 