

Goizueta Business Library

Creating Bridges to Knowledge

Business Intelligence Short Takes: A Research Series

Creating Targeted Company Lists Using Nexis.com

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Create company lists targeting:

- **Specific regions/countries**
 - *The Major Companies Database – Asia Pacific*
 - *Australian Companies Database*
 - *Directory of Corporate Affiliations*
- **Specific industries/niches**
 - *Directory of Venture Capital Firms*
 - *Standard Directory of Advertisers and International Advertisers (Redbook)*

Step 1: Locating Company Directories

- Find More Sources>Find a Source> type in the country, region, or industry, OR
- Find More Sources>Country & Region (excluding U.S.)
- Click Add button to save directory to your sources list above the search box
- Database should appear in Source to Search box
- *TIP: .j icon – click on this to learn more about how to use the database, e.g. content, update frequency, search tips, etc.*

Step 2: Creating Company Lists

Use Nexis.com segments to retrieve companies that fit your specific criterion, such as geographic location, sales, industry

Identify all companies that engage in venture capital or private equity services

description(venture capital or vc or private equity or asset management)

Limit these results to international companies

description(venture capital or vc or private equity or asset management) and company-type(international)

Identify VC companies located in specific countries

description(venture capital or vc or private equity or asset management) and country(spain or germany or united kingdom)

Narrow this search to just those companies with sales greater than 10 million

description(venture capital or vc or private equity or asset manage!) and country(spain or germany or united kingdom) and sales>10000000

More about using segments

company = search for 1 or multiple company names; includes former names

TIP: never include words such as corp, corporation, llc, pc, co, company

- *company(apple or dell or gateway)*

address = state; do not use postal abbreviation, e.g. ga

city = city

country = country

- *address(georgia or tennessee or north carolina)*
- *country(netherlands or germany or argentina)*

company-type = limit to public, private, branch, parent, international types of companies

- *company-type(public)*

limit companies by financial or employment size

sales = < or >

employees = < or >

assets < or >

- *sales>25000000 and employees>250*

limit companies by line(s) of business

sic = SIC code; can string multiple codes

- view list of all SIC codes: <http://www.ehso.com/siccodes.php>

TIP: use truncation to search broader industry, e.g. sic(62*) = searches for the broader sector of security and commodity brokers and dealers

description = keyword search for line(s) of business

Step 3: Viewing Your Results

- Expanded List = useful for quickly browsing relevance of results list

Step 4: Print/Email/Download Your Company Lists

- Can output all or selected companies from the list
- Format of Results = make sure that the desired format is selected

Learn more about researching companies

http://business.library.emory.edu/handouts/topic_sort.php?sort=Careers

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