

COMPETITIVE INTELLIGENCE USING FACTIVA



- ❖ Finding the perfect article(s):
 - Factiva - The **Search** area gives you access to 9,000 publications in 22 languages including continuously updated Newswires including Dow Jones and Reuters; major national and international newspapers including the *Wall Street Journal*, *Financial Times* and *New York Times*; magazines, trade journals and transcripts; over 8,500 top business and news web sites; and 3,000 pictures from Reuters and Knight Ridder.
 - Factiva - Use the **Search** feature to find key news articles from newspapers, local, US and international; newswires; trade publications; transcripts, etc.
 - Use the Factiva Intelligence Indexing feature to more narrowly focus your search.
 - Change the defaults of date, sources, location of free-text terms and sort by to retrieve a variety of results.
 - Sample search strategies: (type in the bold terms)
FII=Factiva Intelligent Indexing

Using Factiva Intelligent Indexing

- Use the Company Index to pinpoint articles specifically about the company
- Use the Company Index if a company name can be interpreted in more than one way, ie; UPS OR spell out the complete name: United Parcel Service
- Use the Company Index to be sure of correct spelling ie; Delta Air Lines as 3 words not Delta Airlines
- Use the Region Index to narrow your search
- Use the Source Index to select a group ie; Top Industry Publications – you can select a specific category

Sample Searches

- **DHL and UPS and FedEx and USPS** to find articles that talk about all 3 in relation to each other FII – Region – North America
- **DHL same (FedEx or UPS) and (compet* or strateg*)** (last 6 months) FII – Region – North America (sort by relevance) *the * is the wildcard/truncation symbol for Factiva – finds compete, competing, competition, competitive*
- **DHL same (FedEx or UPS) and (respond* or react*)**
- **(DHL or United Parcel Service or FedEx) and (atleast5 logistic* or atleast5 supply chain) and (expand* or growth)**
- **(DHL or UPS or FedEx) atleast4 (cost* or pric*)**
- **FedEx and USPS** HLP, 2 Years, Oldest First to read in chronological order the launch of partnership
- **fedex and (market* or advertis*)** hlp, 1 year, relevance Region – North America
- **(UPS* or fedex* or UPS*) same ceo interview*** in hlp and 2 yrs. Select transcripts for source.

SWOT ANALYSIS

- **FedEx and (strength* or weakness* or opportunit* or threat*)** (hlp) *to find articles on the SWOT analysis - changing to full article will substantially increase results but adding the atleast command narrows the search to more relevant **articles***
atleast3 FedEx and (strength* or weakness* or opportunit* or threat*) (full article)
- **atleast3 Fedex and (strength* or positive or advantage*)** only in full-text mode, not hlp, relevance

Use the [Examples](#) link on Factiva to see advanced searching tips - this link is just to the left of the free-text search box.