

Goizueta Business Library

Creating Bridges to Knowledge

Business Intelligence Short Takes: A Research Series

Nexis.com Inside-Out

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Why Nexis.com

- Nexis.com is a premier corporate desktop business resource (and close competitor of Factiva)
- Use Nexis.com to locate U.S. and international news, magazine, newspaper, and newsletter articles, company directories, SEC filings, public records, and legal research materials, including codes, regulations, court cases

Selecting Sources

- **Source to Search** Nexis.com lists several top groups of sources in the drop down menu, such as general news and company reports.
- **Find More Sources** Great to select groups of files with magazines and newspapers specific to your industry or topic. Try Find More Sources > Source Directory > Market & Industry > By Industry & Topic
- **Quick Tip** To learn more about a source group – click the “i” right next to the title for a list of sources, dates included, etc.

Search Strategies

Use these search commands to enhance the relevancy of your results

- **!** allows for different word endings, tenses, and plurals
compet! looks for *compete, competitor(s), competition*
- **And** Both words must be in the document
(Honda and Nissan)
- **Or** One of the words must appear – good for using synonyms to broaden the search
(car or truck or SUV or auto!)
- **hlead** finds your search terms in the headline and lead paragraph
hlead(Toyota) and hlead(hybrid)
- **atleast #** the word must occur # of times in the article, ensures the article includes more than a passing reference
atleast3(hybrid) and...
- **w/#** Finds words within specified number of each other -- great for finding names of people who commonly use middle initials
(William w/2 Ford)

<http://business.library.emory.edu>

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Tweaking Search Results

- **Focus** Retrieved too many results? Use the focus box to add additional terms and search within your results.

Viewing Results

- **List** Document citation including headline, author and publication
- **Expanded List** Document citation plus your keywords bolded
- **KWIC** "Key Word In Context." View documents with your keywords and 25 surrounding words
- **Full** The full text of the document
- **Custom** Select parts of the document you want to view (good to see terms used to index the article)

Printing Results

- **Tag for Display and Delivery** mark your favorite articles as you find them, and print them later
- Select from:
 - **all tagged documents** -- print all the articles you tagged earlier at one time
 - **just these documents** – select any document range from your search
 - **all documents** – print all documents from the current search
- **Format of Results** before you print, choose from document list, expanded last, KWIC, full, or custom

Today's Searches

News file: most recent 90 days

- **hlead(iPod) and hlead(compet! or rival! or challeng!)**
articles about products meant to compete with the iPod, where the mention occurs in the headline or the first paragraph
- **focus: iTunes**
retrieves articles from the above search where iTunes is also mentioned
- **hlead(iPod) and hlead(compet! or rival! or challeng!) and atleast5(iTunes)**
articles where iTunes is mentioned atleast five times
- **hlead(iTunes) w/10 (profit! or sale! or earn!)**
articles about the profits made on iTunes sales

Have questions?

Email us: *Bus Librarians* on First Class.

Need a recommendation on selecting a file to search, search strategies, recommendations for other e-resources, or a consultation? The Business Library team checks this throughout the day, evenings and weekends.