BRYT
Business Research at York Toolkit

Finding Company SWOTs in Lexis Nexis Academic

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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.
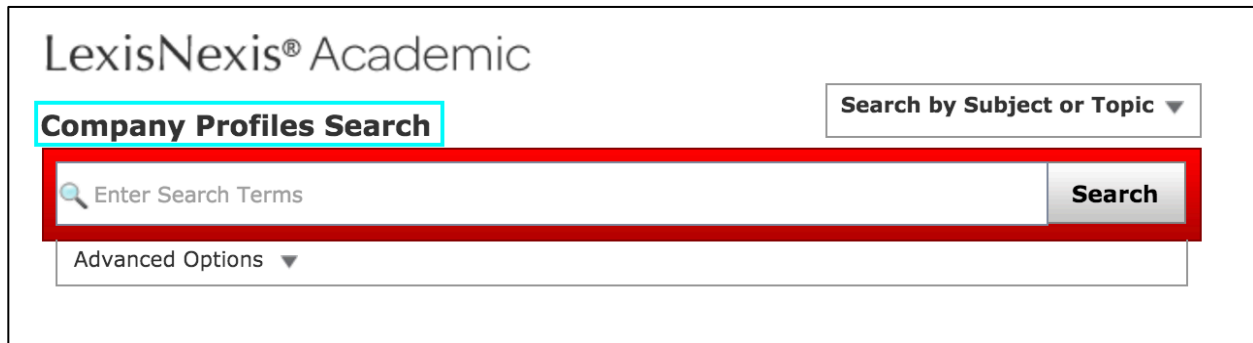
Finding Company SWOTs with Lexis Nexis Academic

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.
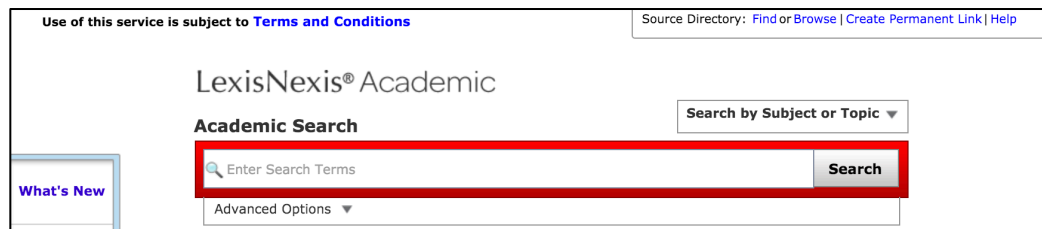
4. Click on the **Search by Subject or Topic** link and then select **Company Profiles** under the **Companies Section.**
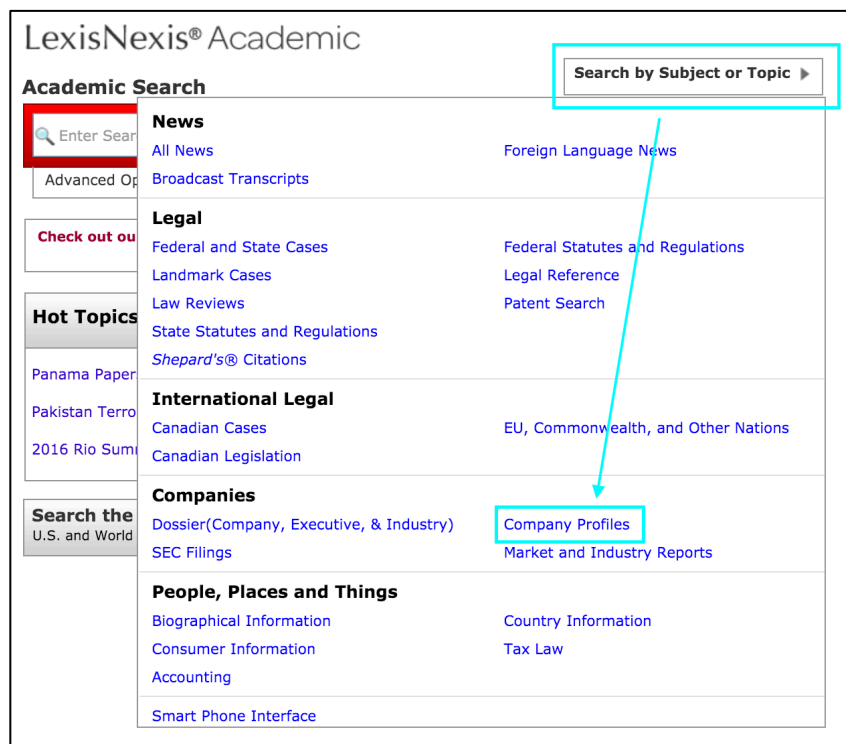
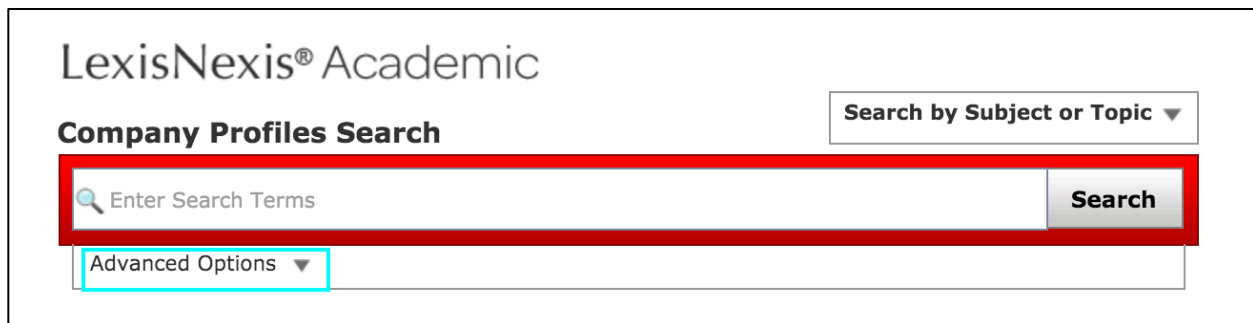5. You will now be taken to the **Company Profiles search form.**

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

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

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.
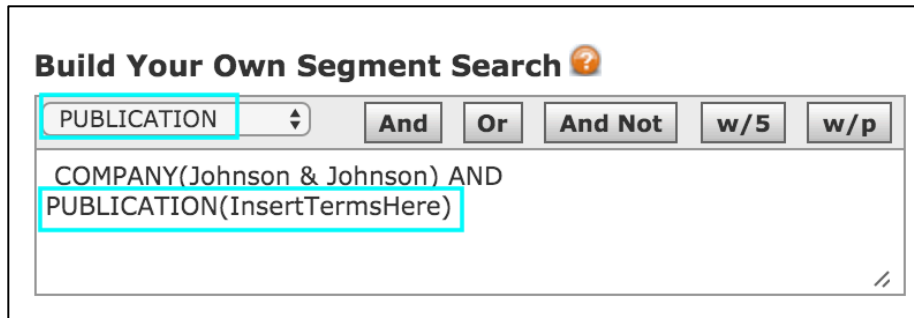

9. Change the text in **InsertTermsHere** to your company's name. We'll use Johnson & Johnson as an example.

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

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.
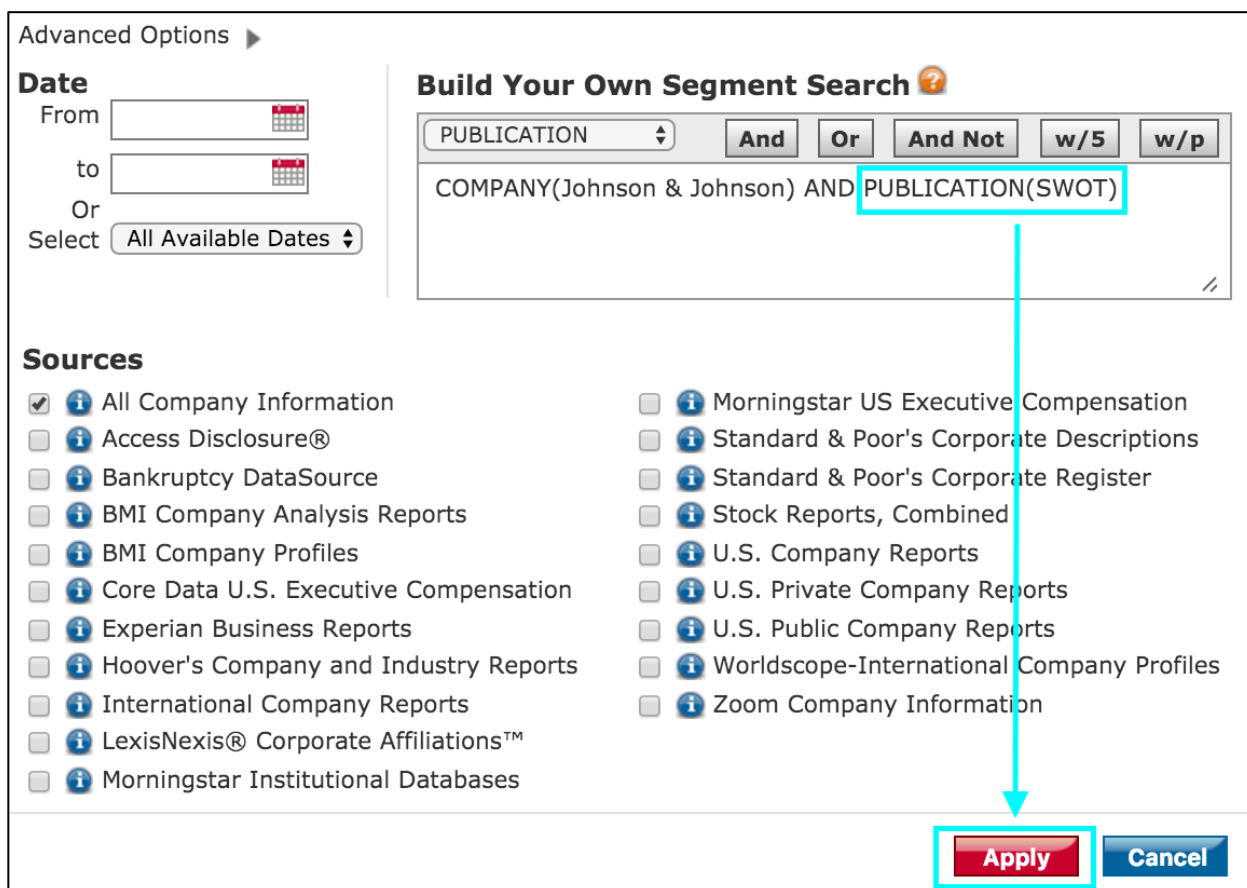
Build Your Own Segment Search ❓

| 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 [All Available Dates ▾]

Build Your Own Segment Search ❓

| PUBLICATION ▾ | | And | Or | And Not | w/5 | w/p |

COMPANY(Johnson & Johnson) AND PUBLICATION(SWOT)

Sources

☑ ℹ All Company Information
☐ ℹ Access Disclosure®
☐ ℹ Bankruptcy DataSource
☐ ℹ BMI Company Analysis Reports
☐ ℹ BMI Company Profiles
☐ ℹ Core Data U.S. Executive Compensation
☐ ℹ Experian Business Reports
☐ ℹ Hoover's Company and Industry Reports
☐ ℹ International Company Reports
☐ ℹ LexisNexis® Corporate Affiliations™
☐ ℹ Morningstar Institutional Databases

☐ ℹ Morningstar US Executive Compensation
☐ ℹ Standard & Poor's Corporate Descriptions
☐ ℹ Standard & Poor's Corporate Register
☐ ℹ Stock Reports, Combined
☐ ℹ U.S. Company Reports
☐ ℹ U.S. Private Company Reports
☐ ℹ U.S. Public Company Reports
☐ ℹ Worldscope-International Company Profiles
☐ ℹ Zoom Company Information

Apply   **Cancel**

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

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.