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](http://bryt.library.yorku.ca/) 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**.

![Company Profiles search form](image1)

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

![Advanced Options form](image2)

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

![Advanced Options form](image3)
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.

12. Change the text in PUBLICATION(InsertTermsHere) to PUBLICATION(SWOT) and then click Apply.
13. You will now be taken back to the main search page. Click **Search** to run your search.

![LexisNexis Academic search interface](http://bryt.library.yorku.ca/pics/lexis-nexis.png)

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.

![Search results for Johnson & Johnson SWOT analysis](http://bryt.library.yorku.ca/pics/search-results.png)