This presentation will help you

• Learn best methods for searching LexisNexis Academic

• Learn tips for searching in ABI, Business Source Premier

• Find articles on specific public relations strategies & theories

• Update information on a company or non-profit

• Use advanced searching techniques in Google

• Provide documentation for your sources
Select specific titles in LexisNexis Academic by starting with Sources.
<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Source</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>NAVY PA SEEKS FACEBOOK MONITOR</td>
<td>Jack O'Dwyer's Newsletter, May 16, 2011, NEWS OF SERVICES; Pg. 6, 206 words</td>
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<td>9</td>
<td>NAT STRATEGIES BAGS PRO-PAKISTAN WORK</td>
<td>Jack O'Dwyer's Newsletter, May 2, 2011, Pg. 2, 231 words</td>
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<td>10</td>
<td>U.S. forces in Afghanistan seeks new PR support</td>
<td>O'Dwyer's, May 2011, REPORT; Pg. 20, 444 words, Greg Hazley</td>
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<td>11</td>
<td>GIBBS &amp; SOELL, INC.</td>
<td>O'Dwyer's, May 2011, O'DWYER'S GUIDE TO: TOP INDEPENDENT PR FIRMS; Profiles of Top In</td>
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<td>12</td>
<td>U.S. FORCE IN AFGHANISTAN REVIEWS PR</td>
<td>Jack O'Dwyer's Newsletter, April 18, 2011, Pg. 1, 202 words</td>
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<td>13</td>
<td>KEY GADAFI DEFECTOR SEEKS PR FIRM</td>
<td>Jack O'Dwyer's Newsletter, April 11, 2011, Pg. 2, 176 words</td>
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<td>14</td>
<td>ARMY RE-ENLISTS WEBER SHANDWICK</td>
<td>Jack O'Dwyer's Newsletter, April 6, 2011, NEWS OF PR FIRMS; Pg. 5, 97 words</td>
<td></td>
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<tr>
<td>15</td>
<td>Mideast shows difficulties tossing the corrupt</td>
<td>O'Dwyer's, April 2011, OPINION; Pg. 38, 1038 words, Jack O'Dwyer</td>
<td></td>
</tr>
</tbody>
</table>
Search for articles on a company in several publications.
What Lexis Means by “All News”

LexisNexis® Academic

Result Groups

View Multiple Groups

All Results (997)

Sources by Category

Show List

Sort Relevance

Search

Duplicate Options Off

Results

1. Novartis AG Strategy and Innovation Forum - Final
   FD (Fair Disclosure) Wire, November 17, 2010 Wednesday

2. Novartis to Further Strengthen its Healthcare Portfolio by Acquiring 25% Stake in Alcon From Ownership of the World Leader in Eye Care
   Market News Publishing, April 7, 2008 Monday 5:34 AM MST, 2612 words

3. Novartis Seeds Reaches Agreement on Contractual And Patent Litigation Issues with Monsa PR Newswire, FINANCIAL NEWS, 600 words

4. Novartis appoints Naomi Kelman as new Head of the Novartis OTC division
   Thomson Reuters ONE, February 17, 2011 Thursday 1:07 AM EST, 1355 words

5. Monsanto and DEKALB Reach Agreement on Contractual and Patent Litigation Issues With N PR Newswire, FINANCIAL NEWS, 606 words

6. NOVARTIS Novartis launches new Internet initiatives for Life Sciences
   M2 PRESSWIRE, July 9, 1999, 498 words

7. Event Brief of Q4 2005 Novartis Corporation Earnings Conference Call - Final
   FD (Fair Disclosure) Wire, January 19, 2006 Thursday, 13350 words
Browse through results from multiple newswires and then check out the blogs and the trade press
O’Dwyer’s publications are listed in the categories for newsletters and industry trade press. Don’t assume that a title is automatically searched
Company Dossier in LexisNexis

Novartis AG

**Type:** Public - Parent
**Address:** Switzerland
**Phone:** +41-61-324-1111
**Fax:** +41-61-324-8001
**Ticker(s):** NOVN
**Exchange(s):** XSWX
**Email:** dispatch.basel@ici.com
**Internet:** www.novartis.com
**Employees:** 99,634

**Industry Classification**
- Primary SIC Code: Pharmaceutical preparations (2834)
- Primary NAICS Code: Pharmaceutical and Medicine Manufacturing (32541)
- All Classifications

**Business Description**
Although it’s based in neutral Switzerland, Novartis has been aggressive in attacking illnesses on four fronts: pharmaceuticals, generics, vaccines and diagnostics, and consumer health. Its largest division, Pharmaceuticals, develops and manufactures prescription drugs for blood pressure, cancer, and other ailments. Novartis’ Sandoz subsidiary produces generic drugs and active pharmaceutical ingredients, while the Vaccine and Diagnostics segment makes vaccines and blood-screening tools. The Consumer Health unit includes OTC medications such as Benfider, Excedrin, and Theraflu, along with CIWA Vision’s contact lenses and eye care products and Animal Health’s companion and agricultural animal care products.

**Yearly Financials**
- **NET INCOME (USD):** 9,794,000,000
- **NET SALES (USD):** 51,561,000,000
- **TOTAL ASSETS (USD):** 123,310,000,000
- **TOTAL LIABILITIES (USD):** 60,122,000,000
- **EBITDA (USD):** 11,526,000,000

**Key Competitors**
- Merck
- Pfizer
- Sanofi-Aventis

From Morningstar International Institutional Database, August 10, 2011 Copyright 2011 Morningstar, Inc.

From Hoover’s Company Records - Basic Record, May 10, 2011 Copyright 2011 Hoover’s Inc., All Rights Reserved
Each database provides a different set of coverage and may assign different subject terms.
Classification code search – cc 7??? = all things marketing

224 Results*

Suggested subjects
- Novartis AG (Company/Org)
- Novartis AG (Company/Org) AND Pharmaceutical industry
- Novartis AG (Company/Org) AND Prescription drugs
- Novartis AG (Company/Org) AND Acquisitions & mergers

1. Colorado gets $776,000 from Novartis settlement
   Citation/Abstract  Full text

2. Novartis exploits J&J recall with giveaway
   Arnold, Matthew. Medical Marketing and Media 45. 9 (Sep 2010): 27.
   Citation/Abstract  Full text  Full text - PDF (806 KB)

3. Pharma struggling with social media
1. DDR on DTC.
   Subjects: NOVARTIS AG; DIRECT-to-consumer prescription drug advertising
   Periodical
   Database: Business Source Premier
   Add to folder
   PDF Full Text (750KB)

2. CDM New York.
   Subjects: ADVERTISING agencies; CHIEF executive officers; HEALTH care industry; CDM New York (Company); NOVARTIS AG, Advertising Agencies; All Other Health
   Periodical
   Database: Business Source Premier
   Add to folder
   PDF Full Text (1,690KB)

3. PITCH UPDATE.
   Campaign (UK), 5/6/2011, Issue 18, p32-32, 1/6p
   Subjects: ADVERTISING; NOVARTIS AG; Display Advertising; Other Services Related to Advertising
   Periodical
   Database: Business Source Premier
Subjects: CONFERENCES & conventions; BARCELONA (Spain); LUNDBECK Inc.; NOVARTIS AG; JOHNSON & JOHNSON (Company); Convention and Trade Show Organizers; ALZHEIMER'S disease -- Treatment; PARKINSON'S disease -- Treatment; ANTIPARKINSONIAN agents
Database: Business Source Premier

2. Sclerosis Update.
PharmaWatch: CNS, May 2011, Vol. 10 Issue 5, p12-14, 3p
Subjects: TESTING; EUROPEAN Commission; NOVARTIS AG; BIOGEN Idec Inc.; CLINICAL trials; MULTIPLE sclerosis -- Treatment; DRUGS
Database: Business Source Premier

Subjects: TESTING; JOHNSON & Johnson Pharmaceutical Research & Development LLC; INTELLIPHARMACEUTICS International Inc.; NOVARTIS Pharmaceuticals Corp.; SCHIZOPHRENIA -- Treatment; DRUG approval; SCHIZOPHRENIA in adolescence -- Treatment; DRUGS; GENERIC drugs
Database: Business Source Premier
1. **DATAMONITOR: Novartis AG.**

Novartis AG SWOT Analysis, Apr2010, p1-10, 10p, 2 Charts
Subjects: BUSINESS enterprises -- Finance; BUSINESS cycles; INDUSTRIAL location; FINANCIAL performance; CORPORATE profits; CORPORATIONS -- Growth; PHARMACEUTICAL industry; EMPLOYEES; REVENUE; SWOT analysis; NOVARTIS AG; Pharmaceutical Preparation Manufacturing

Database: Business Source Premier

2. **DATAMONITOR: Sandoz International GmbH.**

Sandoz International GmbH SWOT Analysis, Apr2010, p1-9, 9p, 2 Charts
Subjects: PHARMACEUTICAL industry; CORPORATE profits; SWOT analysis; GERMANY; SANDOZ AG; NOVARTIS AG; Pharmaceutical Preparation Manufacturing

Database: Business Source Premier
Theory based articles can be found in CMMC.
Here are two examples of using Advanced Search in Google.

The first approach leads to company news releases as well as other potential sources.
The second advanced search tries to target blogs and other possible sources of shareholder opinions.
Greedy Corporation

Where's the humanity... I fostered dogs and called them up to see if they could see it in their heart to discount a drug that seems to be the only drug that a dog we have isn't resistant to... This is a rescue we are talking about... and the drug cost $745.00 for 2 weeks and the dog needs to be treated for 6 weeks to save it's life. It was like talking to a cold inhuman being on the other end of the phone... You will do well investing in this company as they are greedy... But keep in mind they don't care... We will somehow get the money up and save this special dog no matter what it takes... No Thanks to Sandoz and it's Partner...

Rating: 

Rate it: ★★★★★ (1 Rating)
Did the PR campaign work? The timing of this case makes it difficult to assess the impact in terms of share price.
Check out the company’s website for shareholder information.
Documenting your sources

Databases can assist in preparing citations but their formats may be errors in their formats.