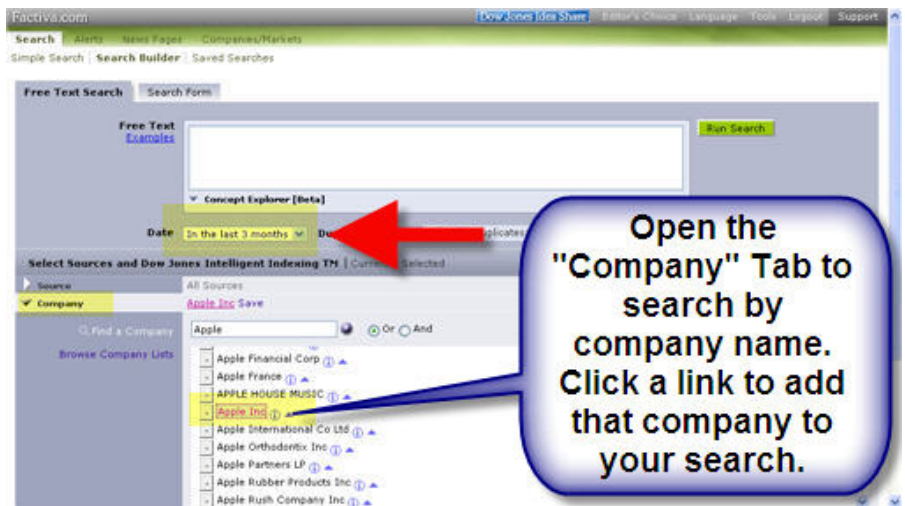




Finding Company Research Using Factiva

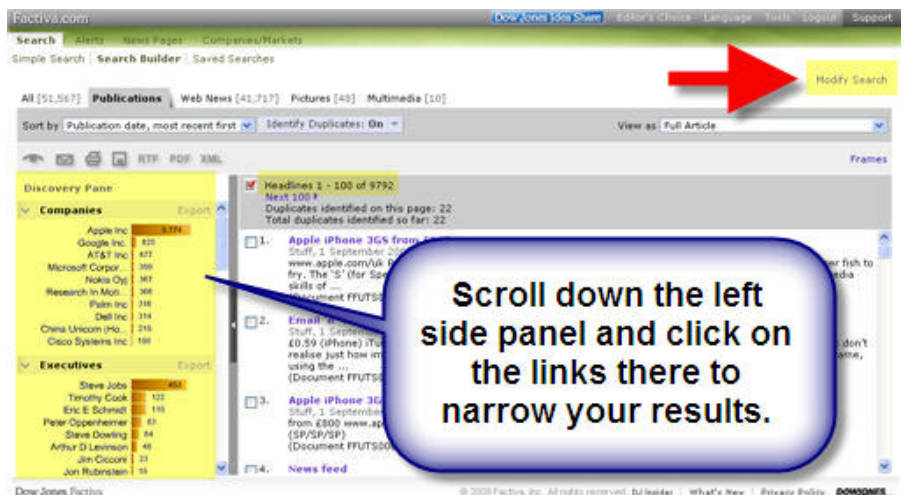
As an Owen student, you have access to millions of articles and reports. One of the more popular business databases is Factiva. Factiva offers complex search options to focus your search results. Factiva is accessible from the Walker Management Library homepage.

1. Factiva defaults to searching results from the last three months; change that time frame using the drop down menu.
2. Click on the "Company" tab to access the search box and enter a company name (in this case, Apple.) Click the arrow to the right to search.
3. Select the correct company from the list; for more information about a company, click on the "I" button to the right of the link.
4. To add the company to your search, simply click on the company name; the text changes to pink and Factiva limits the searches to that company only.

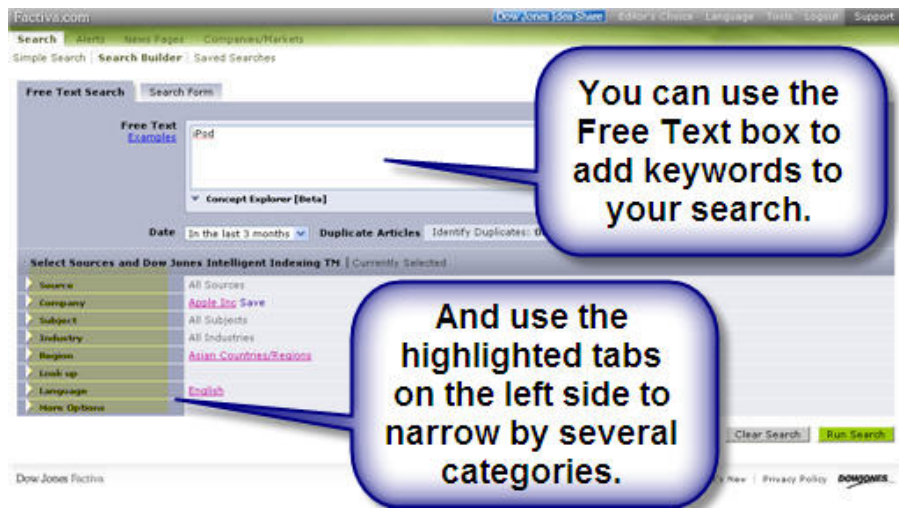


To Focus Results:

- 1) Use the option links on the left hand side of the page to narrow your results.
- 2) You can narrow by Companies, Executives, Industries, Keywords, Subjects, Sources or Dates.



- 3) You can also use the “modify search” link in the upper right corner.
- 4) You can use the tabs on the left hand side to narrow your search by subject, industry, region and language.
- 5) You can use the free text box to add keywords to your search.



Options for Saving Results

There are multiple options to save individual articles. Use the icons to print, save or email the article.

Emailing yourself the results will require you to login later to obtain them so downloading is usually more convenient.



A word of caution: Please note that the Factiva browser will reset itself after 10 minutes of inactivity.

If you need additional assistance using any of our resources, please contact the Walker Management Library at asklibrarians@owen.vanderbilt.edu or by calling us at 615-322-3960.