



LexisNexis®

Business Information Solutions for Sales and Marketing Professionals

Stop Information Overload

Market research is valuable — and so is your time. LexisNexis at nexis.com® provides you with a personalized search engine to help you locate the information you need quickly — no more browsing countless web sites for pertinent data or wondering if you've found reliable or credible information. The Nexis® service puts targeted information at your fingertips from the highest-quality sources.

Make the Best Decisions

Staying informed is the smartest thing you can do. LexisNexis gives you access to more than 32,000 global information sources from a single web interface. You'll succeed in every area of sales, marketing, and communications.

Increase sales

- Research your customers' needs.
- Build prospect lists from around the world.
- Investigate competitor sales strategies.

Size up the market

- Tailor your marketing programs to current trends.
- Follow industry-specific news.
- Analyze competitors' market share.

Enhance your image

- React quickly to negative press or misuse of your company name and brands.
- Identify potential alliance partners.
- Share relevant news with stakeholders in your organization.

Get Results in 3 Easy Steps

1. Log on to www.nexis.com.
2. Fill out the user-friendly search template.
3. Receive detailed results within seconds, complete with links and options to download.

Support and training are just a phone call away — no extra cost and no software to install.

Power Search Quick Search Search tips

Source to Search:
Select a menu option (this may affect research charges)
News - All Files

+ Major World Publications - Most Recent 90 Days

Edit My Sources | Find More Sources

Enter terms and connectors to create your full-text search

Use connectors to show the relation of terms (cat or feline, jane w/3 doe) [more...](#)

Add Index Terms to Your Search

Date: All available dates From: To: [Examples](#)

Sort by: Date Relevance

Subject Directory using LexisNexis™ SmartIndexing Technology™ [Hide](#)

LexisNexis Home Customize Sign Off Help

All Subjects : Advertising & Marketing : **BRANDING**

FOCUS™ Search Within Results

Tag for display and delivery [Display Tagged Items >>](#) [Print](#) [Email](#) [Download](#)

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1. Fast Company, August 2004, Pg. 47, 2611 words, The Good Brand, Linda Tischler

2. PR Newswire, August 3, 2004, Tuesday, FINANCIAL NEWS, 740 words, Clorox Vice President to Share Principles of Building Successful Brands at Executive Marketing Insights Seminar; Executives of Leading Consumer Packaged Goods Companies Share Branding Secrets With Bay Area Businesses at September 14th Seminar at Jack London Square in Oakland, DANVILLE, Calif., Aug. 3

3. Business Wire, August 3, 2004 Tuesday, 441 words, San Francisco Agency Swivel Media Launches Brand Experience Consultancy; New Practice Area Assists Global Brands and Ad Agencies Integrate Brand Experience Programs, SAN FRANCISCO, Aug. 3, 2004

4. PR Newswire, August 4, 2004, Wednesday, 7:01 AM Eastern Time, FINANCIAL NEWS, 1209 words, Dean Foods Announces Plans to Consolidate Its Branded Businesses; White Wave, Horizon Organic and Dean National Brand Group Will Be Consolidated and Headquartered in the Boulder, Colorado Area

5. Fast Company, August 2004, Vol. brand; Pg. ., 751 words, Contest: How Can This Brand Be Better?, Fast Company

6. Financial Times (London, England), August 3, 2004 Tuesday, CREATIVE BUSINESS - Marketing; Pg. 10, 847 words, The brand banks Multinationals are setting up companies to control the use of trade marks in subsidiaries' marketing - and save on tax payments at the same time, By DAVID BENADY



Access Information You Can Trust

- Thousands of daily newspapers
- Global wire services
- Legislative and regulatory filings
- Demographic data from Claritas
- Industry trade publications, including *O'Dwyer's*, *Journal of Marketing Research*, *Strategy*, and *PR Week US*
- Transcripts from top broadcast networks
- Millions of public records

Move quickly from gathering information to applying it.

About LexisNexis

LexisNexis has been helping companies work more cost-effectively for over 30 years. We provide an unmatched range of web information solutions to address specific information needs. We offer integrated solutions to deliver critical information where and when you need it, so you can make decisions quickly and confidently.

LexisNexis Fax Reply Form

For fast response from LexisNexis Canada, fill in the form below and fax it toll-free to:

1-800-461-3275

- Please call me about a free demonstration of **LexisNexis Business Information Solutions**
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- Please call me about signing up for LexisNexis
- Please call me about a free LexisNexis training session

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I prefer to receive information in: English French Both

I prefer to receive information by: Mail Email Fax



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