

Information Professional Update



Issue 5, May 2005

Specifically designed for legal information professionals

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LexisNexis® InfoPro is home to *Zimmerman's Research Guide!* Check more than 1,000 entries without charge at <http://lexisnexis.com/infopro>

Spotlight On

Q & As on Client Development With New LexisNexis® Market Intelligence

What is new LexisNexis Market Intelligence?

A report product specifically geared for legal marketing. Gain access to the information legal marketers need for quick, smart decisions regarding targeting and cross-selling opportunities. Even monitor return on investment via client share.

This new offering combines the information from *four* LexisNexis® report products into one menu interface. Find facts from:

- LexisNexis® CourtLink® Strategic Profiles
- LexisNexis® CourtLink Alerts
- LexisNexis® Martindale-Hubbell®
- LexisNexis® Company Dossier
- LexisNexis® Industry Dossier

Plus LexisNexis Market Intelligence also offers a **Learning Center of best practices** to help firm marketers glean the full potential from the profile reports.

How is LexisNexis Market Intelligence best used?

It can help your firm's marketing staff:

- Spot cross-selling opportunities—and grow share with existing clients. Powered by LexisNexis CourtLink, LexisNexis Market Intelligence mines federal and state court records for detailed information on the litigation activity of your clients. **Determine your firm's current share of client business—and pinpoint who has the remaining share.**
- Identify and prioritize prospects by understanding their litigation history. Gain insight into companies' federal and state litigation activity and history, law firm representation and trends by practice area so you can prioritize those prospects. Also find **in-depth news and business intelligence and financial information** via LexisNexis Company Dossier, which covers more than 20 million global, public and private businesses.
- Stay up-to-date on industry trends and client and prospect activity. Evaluate long-term litigation trends and request LexisNexis Industry Dossier reports, including news and analysis on more than 1,000 industries. This data will **support the development of new practice groups or help direct the efforts and resources of existing practice groups.** Plus, **receive automatic e-mail updates** so you are among the first to know when clients or prospects are sued or are featured in the news.
- **Monitor your success through client share.** Track ROI. Benchmark and monitor client share and case volume trends for your firm—and competing firms—to help assess the return on your firm's marketing efforts.

continued on page 05:66

(There's more on marketing in this issue. Turn to the Knowledge Exchange on page 05:67 for a librarian's viewpoint on LexisNexis Market Intelligence. Also ... Why is Marketing important to the library's success? Attorney and Librarian Holley Thompson offers the reasons on page 05:68.)

Qs & As on Client Development With New LexisNexis® Market Intelligence

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What do LexisNexis Market Intelligence profiles cover?

Company profiles help you gain insight into a client or newly targeted prospect’s litigation history and law firm representation share trends.

Law Firm/Attorney profiles allow you to review litigation experience and client lists of competing firms. Market and Case Type profiles provide you litigation trends in key jurisdictions and case types of interest—more than 100 case types to choose from.

When do I turn to LexisNexis Market Intelligence reports as opposed to LexisNexis CourtLink Strategic Profiles?

LexisNexis Market Intelligence and LexisNexis CourtLink Strategic Profiles are two different product offerings. Market Intelligence reports are developed specifically for client-development research. Strategic Profiles are designed for the practicing litigator.

For example, LexisNexis Market Intelligence profiles:

- can be presented by a specific practice area, region or custom combination to provide a custom geographic and/or practice-area perspective
- offer quick access to LexisNexis Company Dossier and LexisNexis Industry Dossier, which can augment docket details with the most recent news, business and financial information
- include downloads and macros to help you compare company litigation trends in order to prioritize efforts. Or benchmark client share and monitor changes over time

To bolster Market Intelligence’s value as a client development tool, you’ll also find marketing best practices, breaking news on today’s legal issues and updates on evolving legal trends in the LexisNexis Market Intelligence Learning Center.

What types of information does the Learning Center provide?

Go to **Best Practices** and explore a variety of topics. For example, under the [Identify cross-selling opportunities and grow share with existing clients](#) topic link, get details on how to profile top clients, evaluate client company information and news, assess the competitive situation—even prepare for client meetings.

Each step offers practical guidance. For example, “Many firms run company profiles on all key litigation clients on a biannual basis to review client share and understand how their clients’ needs are changing over time. Then the firms schedule meetings with their clients to review the information and client satisfaction.”

Go to **Legal News**, and discover top news stories from LexisNexis® Mealey Publications™ and Matthew Bender®, including coverage by practice area and by state and international courts.

Go to **Legal Trends** for organized trend information by practice area. Find study results and discussions on patents, insurance and pharmaceuticals. More practice areas are coming.

Go to **Customer Support** and download your **LexisNexis Market Intelligence Quick Start Guide** or set up **training**.

Ask your LexisNexis account executive about new LexisNexis Market Intelligence.

The screenshot shows the LexisNexis Market Intelligence web application interface. At the top, there is a navigation bar with the LexisNexis logo and the text "Market Intelligence". Below this, a secondary navigation bar contains tabs for "Profiles", "Alerts", "Company Dossier", "History", "My Account", and "Learning Center". The "Profiles" tab is currently selected. The main content area is titled "Profiles" and includes several sections:

- Create a New Profile:** A section with a sub-header and a paragraph explaining the benefits of company profiles. Below the text are four links: "Company Profile", "Law Firm Profile", "Market Profile", and "Case Type Profile".
- Recently Viewed Profiles:** A section with a sub-header and a link "[View My History]". Below the text, it states "You do not have any saved Profiles."
- Alert Activity:** A section with a sub-header and a paragraph explaining the benefits of alerts. Below the text, it states "The following is a list of your new Alerts:" followed by a table:

Alert Type	New Alerts
Company Alerts	0
Attorney Alerts	0
Case Type Alerts	0

- Strategic Market Analysis:** A section with a sub-header and a paragraph explaining the benefits of strategic market analysis reports. Below the text, there is a link "Order your Strategic Market Analysis here".

More on LexisNexis Market Intelligence ... from a Librarian's Perspective

By Priscilla Stultz, Senior Librarian Relations Consultant,
LexisNexis Librarian Relations Group

Client and business development within law firms once belonged to the “rainmakers,” the partners “in the know” who could transform intelligence into the new business.

Now law firms are managed more like corporations, and with the globalization of existing and potential clients, legal marketing has changed dramatically, evolving from one-person operations to professional marketing departments.

These marketing departments may depend heavily on the library for information. And that offers librarians an excellent opportunity to become an integral part of firm marketing efforts.

With this in mind, LexisNexis has launched LexisNexis Market Intelligence. This report product will help law firms—and librarians—take marketing efforts to a whole new level.

That's right. Librarians too. You are no longer just providers of raw data. You're often expected to anticipate needs proactively, that is, gather relevant information, analyze it and present it to parties *who may or may not realize they need it*. But once they see it—the types of reports you can provide, and how the data adds value to the big picture of client and business development—your value also rises dramatically.

(Read more on how law firm marketing efforts are key to your library marketing efforts on page 05:68.)

Those of you reading this may be thinking, “Great idea in theory, but I don't have time to sift through, analyze and present this information proactively to marketing or senior management.”

Actually you do.

LexisNexis Market Intelligence combines the power of LexisNexis Company Dossier, LexisNexis CourtLink and Martindale-Hubbell into one remarkable report.

Gather litigation trends, business information and news that can help identify and evaluate growth opportunities among clients and prospects. Decision makers get the details they need to make quick, smart decisions about targeting and cross-selling opportunities. Even monitor ROI through client share.

There are several ways that a librarian can use LexisNexis Market Intelligence.

First, the information from CourtLink® profiles existing clients. By tapping into the most comprehensive federal and state court record database available, CourtLink provides detailed information on the litigation activity of the firm's clients.

Why is this important? This information allows firms to gauge their current share of client business, as well as to pinpoint firms with the remaining share. Marketing can identify cross-selling opportunities among existing clients. Plus this portion of the report can be set to run on a regular, pre-determined basis. These CourtLink Alerts can even be delivered directly to the attorney responsible for a client.

Second, utilize LexisNexis Market Intelligence to assist management in identifying and prioritizing prospects by analyzing and understanding their litigation history, law



Priscilla Stultz

firm representation and practice-area trends. Obtain in-depth news and business intelligence and financial information packaged together in one comprehensive report.

Third, use LexisNexis Market Intelligence to **document long-term litigation trends and run industry reports**, including news and analysis on more than 1,000 different industries. This data will support the development of new practice groups or help direct the efforts and resources of existing practice groups.

Librarian can also set up CourtLink Alerts so attorneys or marketers will receive automatic e-mail notifications and be among the first to know when clients or prospects are sued or are featured in the news.

Also ... Don't be shy about **suggesting that your firm monitor its success and track return** on investment by following client share trends. A firm can benchmark and analyze case volume trends along with the competition's to assess the ROI of the firm's efforts. Since many firms are only beginning to think like businesses, ROI analysis may seem very foreign at first. However, as savvy librarians know, it won't be long before they see its value.

Seize the opportunity! A good librarian is not afraid to step outside the shadows of what has been done in the past to shine a light on what today has to offer. By proactively sharing information that LexisNexis Market Intelligence can reveal, you will remind your management just how indispensable you really are.



Why is Law Firm Marketing Important to You?

By Holley Thompson, Senior Vice President,
LexisNexis Marketing

Dear Colleagues:

When I speak to librarians about the strategic issues that the profession faces, inevitably I am asked, “Why don’t you write about this?” OK. So now you’ll see this column from time to time because it’s important to me to reach out to you as a senior colleague ... to help you weigh a professional issue, to consider all options that might be open to you, and to remind you that you are indeed valuable.



Holley Thompson

Holley

When your firm management looks at the library, what do they see? Sharp legal researchers? Or an overhead cost center?

You have two important marketing roles to help ensure it is the former. Library resources can make your firm’s marketing efforts more effective. However, you may have to sell that notion—market it, if you will—to your own management. And library resources are invaluable to assisting the firm’s leadership make more informed and business-savvy decisions. You will need to market that fact as well.

Take Your Seat at the Marketing Team Table

What kind of marketing team operates at your firm? Today, marketing directors are often **business people, not lawyers**. That means they don’t see your good work as often as the legal professionals. You can change that because marketing is information intensive.

For example, you can help management solve the initial, but essential, new client dilemma: **Is their business a good risk?** Your research with products like LexisNexis Market Intelligence can shed light on vital nuances like litigation history and prior law firms employed.

Research further and uncover whether a prospect pays its bills on time, has problems with cash flow or credit lines or has just weathered a management shakeup.

The library helps the marketing team pinpoint the right clients—and then you prepare staff to talk to prospects about the topics that matter most.

Once prospects become clients, current awareness solutions that the firm has already invested in will keep client news and business fresh in their attorneys’ minds. Thanks to you, since you’ve set up the reports so they are e-mailed directly to the right eyes.

Now think about this: Your attorneys receive an e-mail notice immediately after a lawsuit is filed against their client. They contact the client—before the suit arrives at their door. **What better marketing tool than vigilant service?**

But the library can do more.

If your firm is considering expansion, your research can indicate which industries are growing or declining. And you’ll show where the competition is expanding.

By the way, you also frequently know what competing firms have in their libraries, how these resources are used and can be used—and, most importantly, how your library stacks up.

Marketing the Library to Your Firm

Successful firms continually market their strengths to clients, so why shouldn’t you do the same?

Do firm business leaders like the CFO and marketing director know how you can assist them? They will if you start bolstering their marketing efforts and capital decisions with sound intelligence. Why wait to be asked? Offer.

And there’s more to consider. Let’s talk **tribal knowledge** for a moment. You’re part of the firm’s intellectual capital, the commodity it stakes its success on. Over the years, you work closely with your patrons. You remember practice specialists—even the ones who retire—and where their documents are archived. (You may even manage the firm DMS system.)

What a great resource for a new associate. They can turn to you and the library staff.

Speaking of staff, librarians often toil away in a back office, quietly accumulating vast expertise in legislative history research, statistical research, etc. Make sure that **wisdom gets shared and appreciated**. Give everyone a turn at the reference desk. Post a short article about a special expertise on the intranet library page.

(It’s not bragging. It’s reminding your management they’re receiving a good return on their library investment.)

And what about your own expertise ... **your firm resume?**

You need one, if only ingrained in your memory. You have a master’s degree in using information. Does your management realize that includes a historical knowledge of many of the firm’s major matters and a history of its work with former clients?

continued on page 05:71

2005 SLA Annual Conference: Come to Toronto!

June 5 – 8, 2005; Metro Toronto Convention Centre

Will we see you there? LexisNexis will support this important Special Libraries Association (SLA) meeting with a variety of programs and events designed to enlighten you and make you glad you took the time to attend.

Visit LexisNexis at Booth #1521

See what's new at www.lexis.com! "Test-drive" some new resources and discover their value to your patrons. You can also confer with LexisNexis product and research experts on the sources you use most often. It's your time to ask questions and learn more.

Annual Meeting INFO-EXPO hours will be:

- Sunday, June 5, noon – 6 p.m. (networking reception from 4 – 6 p.m.)
- Monday, June 6, 10 a.m. – 5 p.m. (INFO-EXPO Networking from 1:30 – 3 p.m.)
- Tuesday, June 7, 10 a.m. – 5 p.m. (INFO-EXPO Networking from 3:30 – 5 p.m.)

Don't Miss the Keynote Address!

Begin Monday, June 6, at the Opening General Session from 9:30 – 11 a.m. This year LexisNexis is sponsoring keynote speaker **Don Tapscott**, President, New Paradigm Learning Corporation.

The *Washington Technology Report* states he is one of the most influential media authorities since Marshall McLuhan. Don Tapscott's clients cover the globe, including top executives of the world's largest corporations as well as government leaders from many countries.

Discover New Content Solutions From LexisNexis

The LexisNexis Strategic Technology Alliance Series will take place Monday, June 6, 1:30 – 3 p.m. at the Convention Centre. (Check your program for exact location.)

You've always known the importance of your organization's information sources and how critical they are to success in the marketplace. But information is only useful if people can find it. That's why LexisNexis is now offering the robust taxonomies that underpin the LexisNexis services to your organization so you can organize your content.

Also Be Aware ...

LexisNexis is a Major Sponsor for the SLA Annual Conference. The LexisNexis Librarian Relations Group will be sponsoring the **Legal Division Business Meeting and Luncheon**, Mon., June 6 from 11:30 a.m. – 1 p.m. And this year, LexisNexis will also sponsor these important SLA conference events:

- SLA Awards Reception
- Leadership Reception
- Innovations in Technology Award
- President's Circle
- Hot Topic Series
- A variety of Division Meetings/Events

And Check Out These Educational Programs ...

LexisNexis librarians are also SLA members and/or regularly participate in the education programs designed to make your annual conference a true learning experience. This year LexisNexis will participate in these programs:

Mon., June 6, 11:30 a.m. – 1 p.m.

Blogging and RSS'ing the Librarian Way

A panel will discuss how librarians use blogs and RSS professionally and personally. Technology trends will be examined, and using blogs/RSS for professional development will be discussed. Participants also will hear the personal experience of a tech guru who became a famous blogger.

Speakers: Marie Kaddell, Information Professional Consultant, LexisNexis; Catherine Lavallée-Welch, Electronic Resources Librarian, University of Louisville; Jenny Levine, The Shifted Librarian

Moderator: Kan Kin, Senior Associate Librarian, Morrison and Foerster, LLP

Presented by: Information Technology Division

Sponsor: American Chemical Society

Tues., June 7, 1:30 – 3 p.m.

Envisioning the Law Library 10 Years from Now

After identifying trends in recent years and seeing how they have affected the role of the librarian and the library, the speakers will look to the future. They will speculate, theorize and dream about what the future holds two, five and ten years from now for law librarians.

Presented by: Legal Division

Sponsored by: LexisNexis Librarian Relations Group

Wed., June 8 11:30 a.m. – 1 p.m.

Researching International Markets

Understanding the statistical background is essential for good research into international markets. In this session expert speakers will explore the effective use of statistics in business research.

Speakers: Tim Davis, Statistics Canada; Michael McCaffrey-Noviss, University of Toronto/York

Moderator: Gayle Kiss, LexisNexis Canada

Presented by: Business and Finance Division, Advertising and Marketing Division

Sponsored by: Business Monitor International

Wed. June 8, 3:30 – 5 p.m.

60 Sites in 60 Minutes

Back for the fifth year! Covering the best to the bizarre, presenters will spend a minute explaining each particular site before passing the "screen" to the next presenter. By the end of the hour, you'll have witnessed 60 incredible, entertaining, educational, and informative sites ranging from the best legal sites to the most amusing ones.

Speakers: Jenny Kanji, LexisNexis; Genie Tyburski, Ballard Spahr Andrews and Ingersoll, LLP

Presented by: Legal Division

Sponsored by: LexisNexis Librarian Relations Group

Get a Step Up on Your Summer Associates Program!

Why start preparing from scratch? Each year the LexisNexis Librarian Relations Group compiles the best of their training experiences to help you with your Summer Associates training program.

The LexisNexis Summer Associates Virtual Toolkit is easy to access. All elements are right on the LexisNexis® InfoPro Web site—and ready to download. For example, this year you'll find:

- Online tutorials on LexisNexis products that associates can review at their own pace.
- How-to literature, including a *Guide to Cost-Effective Research*.
- Helpful links for Summer Associates, including a link to the LexisNexis Associate Web site.
- Links to articles written especially for librarians by librarians, offering effective tips on training, presentation skills, training handouts and more.

This virtual toolkit is available at www.lexisnexis.com/infopro/training/toolkits/summer/default.asp

Plus, prior year toolkits are still available so you can return to favorite materials.



Is Your Training Approach for Kids?



Find Out at the May Web Seminar

The ABCs of learning for adults are different than those for children. How different? And how does that affect your training and presentation skills?

Find out this and more at the FREE LexisNexis Librarian Web Seminar, Thursday, May 19, at 2 p.m ET.

Senior members of the LexisNexis Librarian Relations Team, **Gayle Lynn-Nelson** and **Priscilla Stultz**, will show you how training approach does matter and how you can better hone your message to an adult legal audience.

To register for the one-hour May seminar, go to: www.lexisnexis.com/infopro/profdev/webseminar/default.asp

After registering you'll receive confirmation, along with a special meeting ID and technical instructions on how to gain access to the seminar recording and materials.

Recordings of the March and April Web Seminars, *Understanding the Sarbanes-Oxley Act Using www.lexis.com* and *Introducing LexisNexis® Total Search: Expanding the Boundaries of Legal Research* respectively, are now available as well. Go to www.lexisnexis.com/infopro/profdev/webseminar/SpringSeries.asp

After May, the LexisNexis Web Seminar series goes on summer break, returning in September with *Privacy Law and Public Records: A Balancing Act*, presented Thursday, Sept. 15.

2005 *Legal Research on LexisNexis: An Instructor's Manual* Debuts in June

The 2005 edition of *Legal Research on LexisNexis: An Instructor's Manual* will be available in June. Updated based on feedback received from law school librarians and faculty, the new *Legal Research on LexisNexis: An Instructor's Manual* is specifically designed to streamline methods for teaching legal research.

This year you'll find these topics:

- **Legal Citation**—Students can use the Interactive Citation Workstation (ICW) on the LexisNexis services to hone Bluebook or Association of Legal Writing Directors (ALWD) citation skills. The exercises are designed so Legal Research and Writing Instructors can include them as part of classroom instruction and review student results.
- **Case Law Research**—Covers basic case-retrieval methods as well as how to easily navigate through case law on the LexisNexis services.
- **Shepard's® Citations Service**—Find coverage of basic *Shepard's* functionality as well as utilizing *Shepard's* to perform task-oriented research activities.
- **Statutory Research**—Thoroughly delves into statute finding methods, federal and state statute materials, including how to navigate efficiently through online statutory materials.
- **Legislative History**—Identify research strategies for obtaining bill-tracking reports, Congressional hearing transcripts, floor actions and debates.
- **Secondary Sources**—Covers recognition, retrieval and uses for secondary sources.
- **Administrative Law**—Covers retrieval and uses for federal regulations, CFR and administrative agency documents.

Watch for your copy. It will be shipped to you automatically in June. You can also order it via the *Teaching LexisNexis* faculty site at www.lexisnexis.com/lawschool/class/lr/

And learn more about legal research and writing publications designed to complement *Legal Research on LexisNexis: An Instructor's Manual*. Check out the LexisNexis Law School Legal Research and Writing titles at the LexisNexis bookstore at <http://bookstore.lexis.com/bookstore/catalog>

You'll find details on publications such as *Interactive Citation Workbook for the Bluebook: A Uniform System of Citation*; *Interactive Citation Workstation for ALWD Citation Manual, 2004 Edition*; *Lawyer's Craft: An Introduction to Legal Analysis*, *Writing Research and Advocacy* and more.

Be an E-Subscriber ...

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Why is Law Firm Marketing Important to You?

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Do your patrons realize your intelligence universe goes way beyond state cases and *U.S. Code* sections?

You can reach around the globe for regulatory requirements and business intelligence. Whatever the fact, you probably know the most effective way to find it.

And if don't, you will when you're done mining your powerful network of information colleagues.

When I was a law librarian, I often worked with lawyers who ended their reference requests with, "I'll know the answer when I see it." Without much additional direction, I felt like protesting ... until I realized ... they were counting on me to show them what was possible. I never let them down.

One final thought ... is your library itself—its resources and acumen—ready to be a billable service? Some firm clients may operate without information centers. Your experienced library staff can tap your valuable resources to help clients stay current on industry trends. Or maybe pinpoint and monitor news on competitors—or potential customers.

With management's support, set up a test period with several clients. Chances are, they'll discover what your firm has: You're a great resource.

Dear Thrifty Searcher:

Please provide an overview of the BNA® coverage available through (the) LexisNexis services. Thank you,

Denver Librarian

Dear Denver:

The Bureau of National Affairs is a widely respected publisher of legal and business news, case reporting services, reference products and treatises. Because your patrons rely on BNA for detailed, up-to-the-minute news and information about changing laws and regulations that could affect their clients, the LexisNexis services offer more than 150 BNA titles covering top practice areas, including:

- Antitrust and Trade
- Banking
- Bankruptcy
- Corporate Law and Practice
- E-commerce
- Employee Benefits
- Employment and Labor
- Environment
- Health Care
- International Trade
- Intellectual Property
- Litigation
- Professional Responsibility and Ethics
- Securities
- Taxation

BNA resources can be found under the [BNA](#) link on the main www.lexis.com menu screen. But, more importantly, these resources are also conveniently cross-filed into LexisNexis [practice-area menus](#) and [Research Tasks pages](#).

For example, on the Bankruptcy Research Tasks page, click the link for *BNA Daily Labor Report* and move directly to today's news. Or research deep archives. *BNA Daily Labor Report* coverage on the LexisNexis services goes back to 1982!

BNA resources are also part of many [group sources](#) available at www.lexis.com. For example, you can search across all BNA publications available for that practice area.

Or retrieve a [specific BNA article](#) of interest. Just click an embedded link. Or select the GET A DOCUMENT tab and enter the document citation. (To locate a specific cite format for a BNA publication, just click the [Citation Formats](#) link.)

BNA notification reports, which carry the latest judicial, legislative and regulatory developments such as *U.S. Law Week* and *Daily Labor Report*, work well with the ECLIPSE™ feature. With the ECLIPSE feature, you or your patron can get even more from sound searches, saving the queries to **repeat automatically on a daily, weekly or monthly basis**. The latest results are sent directly to patrons online, via e-mail or printer.

Many other familiar LexisNexis features and enhancements are also available as you research BNA resources at www.lexis.com. For example:

- Add client matters/numbers to research sessions within BNA sources for **client billing purposes**.
- Utilize all LexisNexis connectors and search commands, including **precision-searching commands** such as ATLEAST or ALLCAPS. Also search by document segments, e.g., search for words in article LEADS.
- Use the FOCUS™ feature to **search within your research results** for additional information.
- Count on **flexible navigation**, like the ability to go to a specific document number within an answer set or to a specific reporter page number in case-law reporters. Within a lengthy document, you can move from search term to search term.
- **Print, download, fax or e-mail results**—just the documents you select or your entire result set.
- Call for research assistance; LexisNexis® Customer Support is available 24/7.

LexisNexis® Information Professional Update

Newsletter editions are also available at <http://www.lexisnexis.com/infopro/current/newsletter>

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