



Overview of LexisNexis

Market size

- LN Legal & Professional operates in a 21B global legal information market

Product range

- Research
- Litigation
- Law Firm Marketing
- Law Firm Practice Management
- News & Business

Customers

- Law Firms
- Corporations
- Government
- Academia (Law Schools)

Competitive position

- US: #1 Thomson Reuters
#2 LexisNexis
- Europe: #1 LexisNexis
- Asia: Highly fragmented
Local players

Some Marketing Challenges

1. Complex segmentation – we are the “long tail”
2. B2P – Business to Professional
3. Transformation of the publishing model
4. Digital marketing in a slow-to-change industry
5. Ensuring Marketing in “publishing” is directly tied to business outcomes



IT'S NOT JUST A CUP OF COFFEE.

Law school is about learning to think differently. By learning to conduct research using LexisNexis® you make that transition. With unparalleled 24/7 support and training and the most innovative tools, like Lexis® for Microsoft® Office, you'll have an invaluable edge entering the workplace.



THINK LIKE A LAWYER.



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You told us you wanted to search "Dog Bite" without barking up the wrong tree.

Introducing Lexis® Advance *for Solos*. A new online legal research system that will transform the way you conduct your research. Our new natural search algorithm and intuitive interface accesses LexisNexis® and free web content to deliver a complete set of answers faster. Navigate quickly around the site with the new My Workspace carousel, and get key insights into relationships between legal issues with legal issue trail. With Lexis Advance for Solos you can be confident you'll get the right answers faster and easier. Another LexisNexis® innovation that enables **better outcomes**.

 LexisNexis® For more information, go to www.lexisnexis.com/advance

Lexis® Advance
for Solos



Lexis Advance for Solos search results for "dog bite". The interface shows 875 results found for ADEA and present value and mitigate and hearsay. The results list includes:

- 1. **Maler v. Lucent Tech., 120 F.3d 730** (United States District Court For The Northern District Of Alabama, Southern District) - June 20, 2000
- 2. **McNeil Economic Laboratory, Inc., 800 F.2d 111** (United States District Court For The Eastern District Of Pennsylvania) - April 15, 2000
- 3. **Hybert v. Hearst Corp., 900 F.2d 1050** (United States Court Of Appeals For The Third Circuit) - March 7, 2000
- 4. **Int'l Union, UAW v. Ford Motor Co., 242 F.3d 837** (United States Court Of Appeals For The First Circuit) - March 7, 2000
- 5. **Shorter v. Hartford Fin. Servs. Group, Inc.** (United States District Court For The District Of Puerto Rico)

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Search across LexisNexis® and selected legal content from the web

Search Tips

Q Dog Bite

More Options

Search

Lexis® Advance
for Solos

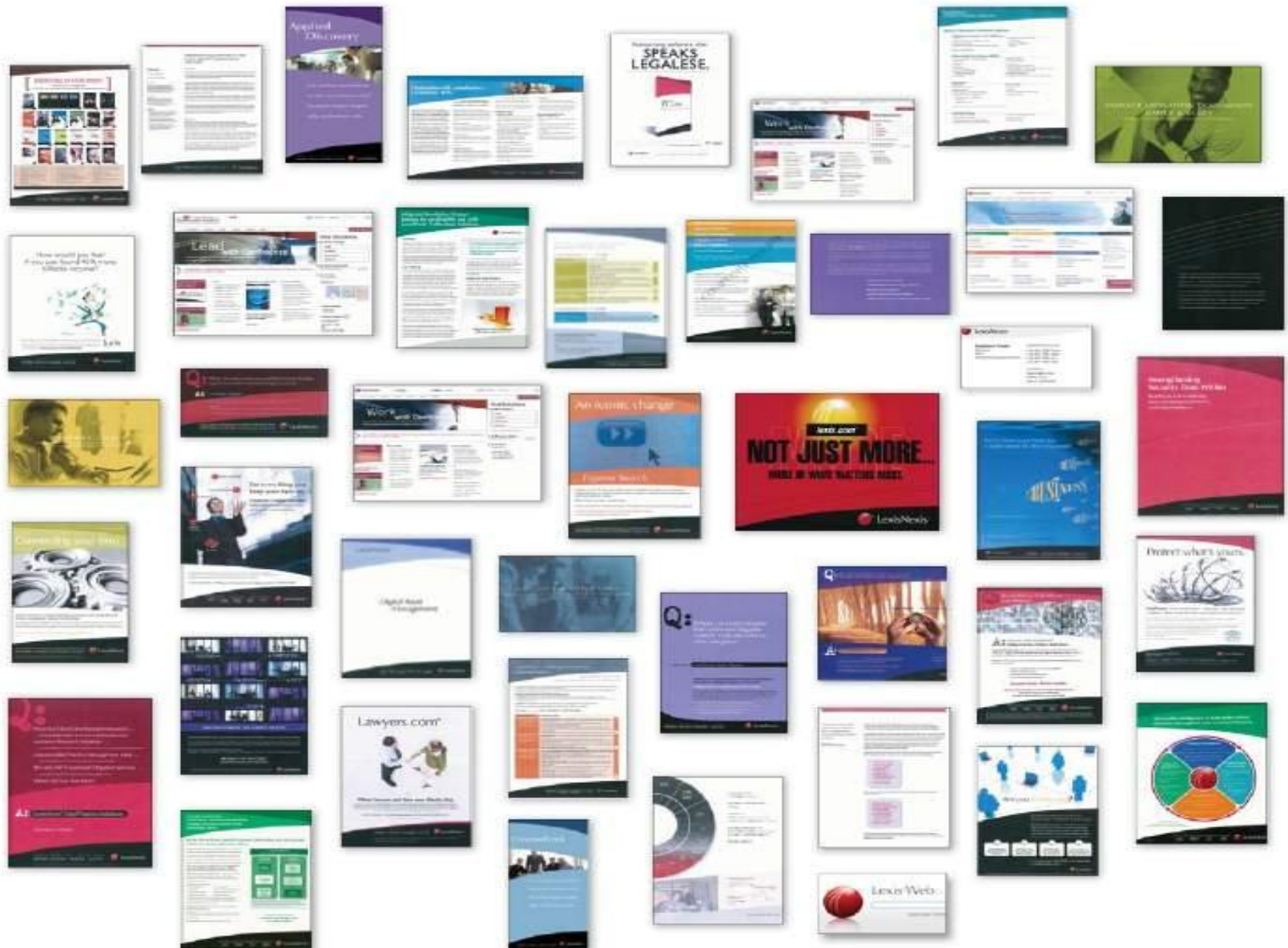
LIVE DEMO >

Transform the way you
conduct legal research.

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 LexisNexis®

Brand Identity – Where we were a year ago...



Where we are today...

The collage consists of 18 individual promotional cards for LexisNexis products and services, arranged in a grid-like fashion. Each card features a distinct image and text highlighting a specific offering.

- Top Row (Left to Right):**
 - Card 1:** Features a smartphone and text about mobile access to legal research.
 - Card 2:** Shows two men in business attire reviewing documents, with text about LexisNexis' "Smart Research" capabilities.
 - Card 3:** A woman working at a computer, with text about LexisNexis' "Smart Research" capabilities.
 - Card 4:** A group of people in a meeting, with text about LexisNexis' "Smart Research" capabilities.
 - Card 5:** A laptop displaying a website, with text about LexisNexis' "Smart Research" capabilities.
 - Card 6:** A man in a suit, with text about LexisNexis' "Smart Research" capabilities.
 - Card 7:** A group of people in a meeting, with text about LexisNexis' "Smart Research" capabilities.
- Second Row (Left to Right):**
 - Card 8:** A table with columns and rows, likely a comparison chart or data table.
 - Card 9:** Two men in suits talking, with text about LexisNexis' "Smart Research" capabilities.
 - Card 10:** A group of diverse young people, with text about LexisNexis' "Smart Research" capabilities.
 - Card 11:** A woman in a red blazer, with text "Wherever you are... Wherever you go..." and a QR code.
 - Card 12:** A woman working at a computer, with text about LexisNexis' "Smart Research" capabilities.
 - Card 13:** A man and a woman looking at a laptop, with text about LexisNexis' "Smart Research" capabilities.
- Bottom Row (Left to Right):**
 - Card 14:** A close-up of a vinyl record with a stylus, with text "We don't throw away records. We keep the hits and the gems." and "LexisNexis® AccurInt® for Law Enforcement".
 - Card 15:** A woman in a white lab coat, with text about LexisNexis' "Smart Research" capabilities.
 - Card 16:** A man in a suit, with text about LexisNexis' "Smart Research" capabilities.
 - Card 17:** A man in a suit, with text about LexisNexis' "Smart Research" capabilities.
 - Card 18:** A futuristic robot character, with text "It's more than the Big Apple. It's the Big Apple." and "LexisNexis® AccurInt® LE Plus".



LexisNexis ...

**Advancing the Rule of
Law Around the World**



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