

## THE CYBERSLEUTH'S GUIDE TO COMPANY RESEARCH & COMPETITIVE INTELLIGENCE

Company research and its close cousin "Competitive Intelligence" are subjects that ought to be taught in law school. There are endless bits of information that both litigation and transactional attorneys need to know about companies and industries in order to serve clients (or even for the firms' own client development endeavors). Whether you are bringing suit against a company, advising your client about acquiring or selling a company (or prospecting for new clients and identifying hot practice areas for your firm), much of this company and factual information is available free on the Internet, if you know where to find it.

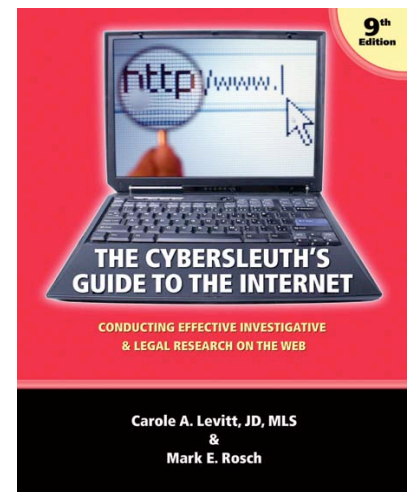
*Nationally recognized Internet trainers and authors of "The Cybersleuth's Guide to the Internet," Carole Levitt and Mark Rosch, will show you how to find company information and how to turn the information into useful COMPETITIVE INTELLIGENCE...FAST AND FREE (or at low cost)!*

Featuring a step-by-step, easy to follow, PowerPoint Presentation, they will show you how to use a variety of FREE Internet resources and provide tips to maximize your company research efforts.

### Agenda

Attendees Will Learn How to Research Companies:

- Obtain General and Financial Information on Public and Private Companies
- Locate Information about a Company's Executives and Officers
- Review SEC Filings and Annual Reports
- Quickly Draft Company Contracts by Finding Samples on the Web
- Search for Current and Historical Stock Quotes
- Access Credit Reports
- Seek Secretary of State Records
- Determine Corporate Structures & Corporate Family Trees
- Find Product Specifications
- Unearth Lawsuits Involving the Company
- Use Usenet Postings, Forums, Message Boards "Blogs" to Find Information, Rumors or Public Opinion about a Company, Product, or Executive



Program materials

### COURSE MATERIALS:

Attendees will receive a copy of Carole Levitt and Mark Rosch's 330 pagebook, "The Cybersleuth's Guide to the Internet: Conducting Effective Investigative & Legal Research on the Web," 9th edition, 2006 – a \$59.95VALUE!