Creating Stable Links to Articles in *LexisNexis Academic*

Open the article you want to link to from your *LexisNexis* search results, then click on the “Copy Document Link” icon (the tiny clipboard with a chain link) in the top right corner above the article text:

In the popup window, right-click on the article link and then left-click on “Copy link location” (in Firefox) or “Copy Shortcut” (in Internet Explorer):

```
Why promotion may end up a bad deal for packaged goods; Everyday low prices are moving merchandise better than coupons, short-term pricing pacts
```

**BYLINE:** JACK NEFF; jneff@adage.com

**SECTION:** Pg. 1 Vol. 82

**LENGTH:** 990 words

Even as social-deal programs such as Groupon spread like wildfire, a funny thing is happening in the broader

In the popup window, right-click on the article link and then left-click on “Copy link location” (in Firefox) or “Copy Shortcut” (in Internet Explorer):
Paste the link location / shortcut into your document / web page / moodle course (use the Ctrl-V keys, or right-click and select Paste from the shortcut menu.) Here’s what the above link looks like:

http://www.lexisnexis.com/lnacui2api/api/version1/getDocCui?lni=523F-8VW1-JC0G-42T0&csi=8093&hl=t&hv=t&hnsd=f&hns=t&hgn=t&oc=00240&perma=true

Please note that the stable URLs provided by LexisNexis do not include the VIU Library proxy server prefix, which is essential to providing off-campus access to stable links.

To make the stable URL accessible from off-campus, prepend our EZProxy prefix to the stable URL. The EZProxy prefix is:

http://ezproxy.viu.ca/login?url=

In the above example, the final, on- or off-campus accessible, stable URL to the article in LexisNexis would be: