Here is a way to look at company stock prices (10 year trends) and then read articles to explain stock price behavior.

1. Go to the Morningstar database

2. Get a birds-eye-view by customizing a Chart
3. Create custom stock price tables – and export them to excel (to load into your statistical software application)

Select your custom features ... then Export
4. Select a price to investigate and look up the date range in the Analyst Report Archive

Read the Analyst Report published at the time of the event!

5. Other sources of historical articles about your company and its stock prices' behavior:
   
   - ABI/INFORM database
   - LexisNexis Academic database
   - Business Source Complete database