



HARVARD | BUSINESS | SCHOOL

Baker Library | Bloomberg Center

Welcome!

Drop in any time. Stay as long as you like!

Meet our knowledgeable staff.

Learn about services and resources.

Take a self-guided tour.

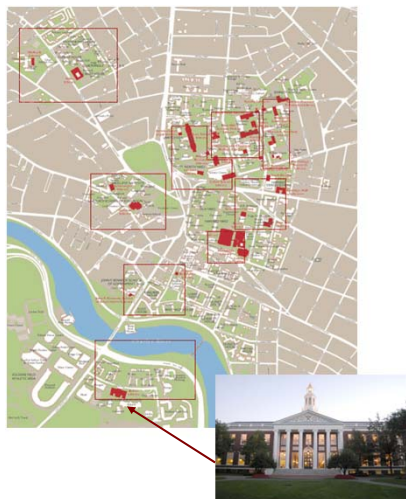
Knowledge
& Library
Services

Copyright © President & Fellows of Harvard College

HARVARD | BUSINESS | SCHOOL

Knowledge & Library Services

Business Information At Your Fingertips 24/7

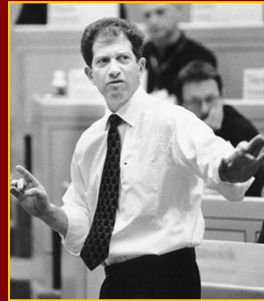


The world of business information is at your fingertips 24/7. Harvard's libraries offer **access to a vast array of information** online and in print.

Click MyHBS tab for Baker Library to link to the Baker Library | Bloomberg Center Web site, <http://www.library.hbs.edu/>.

Professor David A. Garvin on Successful Decisions

“Knowing where and how to find critical information is often the difference between successful and unsuccessful decisions.”



Recognizing the need for information and knowing what information exists is a **critical skill**, even if you are in a position to have others find the information for you.

Your One-Stop Resource for All MBA Activities

- **Stay informed** on industry news and trends
- Expand your knowledge base and prepare for **class discussion**
- **Research market data** for field studies and business plan contest
- Further your **career search & prepare for interviews**

**Baker Gives
You An Edge.**

Stay Informed With “Highlights” Newsletters & Alerts

Topics include:

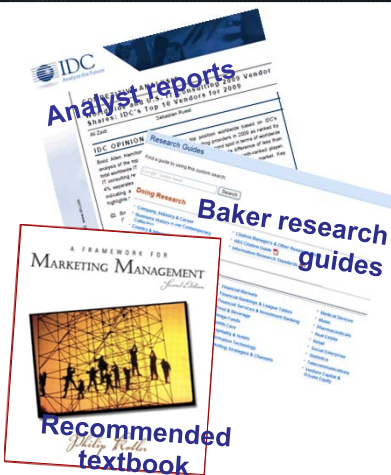
- Consumer Products
- Entertainment
- Healthcare / Biotech
- High-Tech / New Media
- Investment Management
- VCPE

Bi-weekly newsletters deliver **headlines and links** to the top industry news stories.

Baker librarians select **key news stories** for each industry covered.

Stay informed using **customized email alerts** on topics of interest.

Prepare for Class Discussion With Background Information



Boost your confidence in a field that is new to you.

Define **key business concepts** and **background materials** on an industry or topic.

Get reports from **industry-specific analysts** such as IDC or from financial analysts.

Use Baker Library Research Guides to quickly identify **key resources for an industry or topic**.

Use business and management **dictionaries and encyclopedias**.

Use **recommended textbooks**.

Research Data for Field Study and Business



We support all your **project needs**.

During your field study and business plan preparation, you'll **need a broad range of in-depth information** to succeed.

Access a breadth of market data and statistics including:

- **geographic**
- **industry**
- **market**
- **competitor**
- **consumer**

Prepare for Internship and Career Development



Baker Library has information tools needed for each phase of your career and internship research.

Identify prospective companies by industry, size, geography and other criteria.

Prepare for interviews:

In depth **analysis of company**.

Comparison of what the company is saying about itself and **what others are saying** about it.

Background **information, trends, and news** about an industry.

Potential **interview questions**.

Professor Lynda M. Applegate on Key Skills Needed...

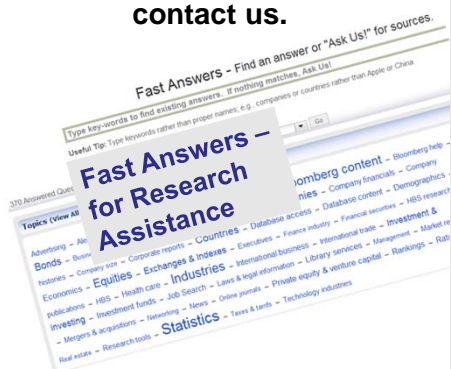
"The ability to do your own business intelligence data gathering and analysis is one of the key skills you need to learn while at HBS. The Baker Library resources will be invaluable to you."



Lynda Appelgate, Head of the Entrepreneurial Management Unit, and former chair of the Field Based Learning program is a firm advocate of executives understanding information.

Need Information? Think Baker Library!

**Need help right away?
Try **Fast Answers** or
contact us.**



Fast Answers

A collection of Frequently Asked Questions (FAQs) about Baker resources and how to use them effectively.

Increase your knowledge of pertinent resources.

Browse by topic or use the search bar.

Don't see what you want? Submit questions to staff.

Need Information after HBS? Think Baker Library!



eBaker

Pick a Task

A-Z Resource List
Customer Service
About eBaker
Privacy Policy

A collection of information resources for your professional development

- OneSource is now managing the annual \$249 subscription service to their database. Subscribe, renew or take a free 3-day trial.
- First Research Industry Profiles are available in ABI/Proquest. See the Research an industry task page.
- Explore additional research resources in the Alumni Career Development section.

Contact

617.495.6040

ebaker@hbs.edu

General business research

- Explore news and trends
- Research an industry
- Research a company

Job/Career research

- Create a list of potential employers
- Prepare for an interview
- Join a professional association

International business

- Look for a job overseas
- Do business abroad

Starting/Growing a business

- Do market research
- Learn about competitors
- Explore financing opportunities

It may seem early to be thinking about graduating, but we want to assure you **Baker Library will still be at your fingertips** after you graduate.

eBaker provides access to some key resources.

You'll be notified shortly before graduation with information on accessing this valuable service.

Questions??

Contact us!

Ask questions. Get research assistance.

Get personalized one-on-one or group training customized to your specific needs.

Look for us integrated into other programming, e.g., MBA Career and Professional Development

infoservices@hbs.edu / 617-495-6040

<http://www.library.hbs.edu>

Stamps Reading Room (Level 3)