Today’s Session

- (Re)introduction to Baker Library (5 min)
- Overview of Baker’s alumni services (10 min)
- Leveraging Baker’s alumni resources to research companies, industries, and more (20 min)
- Q&A (10 min)
We’re on your team

Baker helps move your ideas forward with expertise, efficiency, and enthusiasm
Baker for Alumni

Alumni Questions Answered

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Informed Leaders
Start Here

Baker is a preeminent business library, offering:

- Business research resources and services
- *Working Knowledge*, our award-winning publication
- Special collections
Working Knowledge

- Baker’s award-winning weekly publication
- Highlights new HBS faculty research
- Practitioner-focused
- hbswk.hbs.edu
Forget Cash. Here Are Better Ways to Motivate Employees

28 JAN 2019  |  by Dina Gerdeman

In today's tight job market, employers must focus on how to attract and keep top talent. Giving away stacks of money may not always be the best incentive, warns Ashley Whillans.
Special Collections

- Extensive collection of business archives spanning eight centuries, from the Medici family to Lehman Brothers to today.

- HBS Archives:
  - Retired cases;
  - HBS courses;
  - Archival photographs;
  - HBS facts (example: tuition in 1910)

- Skilled business archivists can assist researchers on campus and virtually.
Question:

- **What was tuition in 1910?**

  - A) $15/YR
  - B) $150/YR
  - C) $1,500/YR
  - D) $15,000/YR

Answer:

- **$150/YR**
R.G. Dun & Co. Pilot Project

- Baker is piloting a new service to provide alumni with special access to the R.G. Dun & Co collection of 19th century credit reports for use in genealogical research.

- We are seeking a small group of alumni to help us develop this service. We’ll provide reports for ancestors or firms active in the US between 1840 and 1890.

- To learn more, contact Rachael Comunale at rcomunale@hbs.edu or stop by Baker Library room 102 at 2:30 pm today for a full presentation on both the service and this unique collection.
What Do You Want to Do?

- Examine Trends & Disruptors
- Analyze Industries
- Launch New Ventures
- Research Markets
- Value a Company
- Analyze Countries & Regions
- Analyze Companies

© 2019 Harvard Business School
Baker for Alumni

Complimentary services:
- Assisted search: online and in-person
- eBaker

Premium services:
- Baker for Business (B4B)
Assisted Search: Research Consultations

**Identify Starting Points**
Select the best resources for your question

**Help Using Resources**
Use effective search strategies

**Wherever You Are**
Phone, email, chat, and in-person support
Stamps Reading Room

- Lifetime access
- Onsite resources:
  - 90+ databases
  - Extensive print collection
- Research consultations
- Visit the Reading Room to learn more about our new tap access cards for local alumni
Welcome to eBaker, a curated selection of business research resources especially for HBS alumni. Use the filters on the left to help you find the best resources for your task. If you have questions about any of the resources, or if you have broader research questions, please get in touch!

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- **ABI/Proquest (Alumni Edition)**
  - Useful to explore best practices, trends and forecasts in all aspects of business and management, such as niche industries, and business strategies.

- **American City Business Journals**
  - Local business news and information from more than forty cities across the United States.

- **D&B Global Express**
  - Formerly OneSource Global Express. A large database of public and private companies and their executives throughout the world that could help you identify job leads.

- **Directory of Venture Capital & Private Equity Firms**
  - Directory of over 2,300 Domestic & International Venture Capital and Private Equity Firms, with contact information, investments and funds.
# B4B: Your Research Team

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The B4B Advantage

**Defined Scope and Cost**
Zero in on your key research questions; upfront budget

**Thorough Discovery**
Scour premium and free resources to find answers

**Clear Takeaways**
Synthesize findings into a concise deliverable
Our Deliverables

Executive Summary

Objective

The new HFP initiative is investigating efficacy and engagement with new education technologies and content forms. Our work was designed to support the area of emerging instructional practices, trends in learning design, educational technology, and on-line learning specifically. Research related to higher education and adult learners, business education, and teaching practices was of particular interest.

Key Findings

Educational research in the last decade has focused on the idea of high-impact practices—teaching practices that research has shown to be most effective. These high-impact practices, such as first-year seminars, writing specifically to classroom settings, are engaged in broader settings. However, some are broadly applicable (e.g., writing, intensive environments). High-impact practices are supported by both faculty and academic leaders. This report focuses primarily on teaching practices, which are a broad overview of common instructional design models. The final section looks at teaching practices as applied to online learning. Here, available resources on specific technologies such as game-based learning have been noted where possible.

Findings

Models

Although there are no standard definitions for instructional design and learning design, instructional design can be described generally as a process for improving education in a consistent way. The past decade of research in instructional design and technology has placed “content on technology-enabled, distance education, communication design and instructional methods.”

Models help structure and guide instructional design. In 2013 over 100 instructional design models had been identified in the literature. Here we survey the different design models, the ADDIE model (Fig. 1) which was considered to be the paradigm in many other models built upon. A review of instructional design research from the past 10 years identifies (M.C. Metzger, “Reflection, Credibility and Satisfaction” Model, Distance and Online Model) and ADDIE (five components instructional design as other popular models.”

Our Impact

“Baker for Business is a trusted partner—they do high-value, secondary research for us so that we can focus on our core mission and make more informed decisions that fuel innovation and growth.”

Rick Bauerly
MBA Class Of 1986
Founder and CEO, Granite Equity Partners
Welcome to eBaker, a curated selection of business research resources especially for HBS alumni. Use the filters on the left to help you find the best resources for your task. If you have questions about any of the resources, or if you have broader research questions, please get in touch!

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GO TO DATABASE
### Company Information

- Annual reports, SEC filings, SWOT, peer analysis, news.

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**The Walt Disney Company**

500 S Buena Vista St  
Burbank, CA 91521-0001  
United States  
Tel: 818-560-1000

- **D-U-N-S® Number:** 11-702-3169  
- **Employees:** 220,700  
- **Public Parent:**  
- **Corporate Type:** Public Parent  
- **Corporate Family:** 932 Companies  
- **Traded:** New York Stock Exchange: DIS, WDP  
  Berlin Stock Exchange: WDP  
  Boerse-Stuttgart: WDP  
  Frankfurt Stock Exchange: XETRA: WDP  
  Year Founded: 2019  
  Auditor: PricewaterhouseCoopers LLP  
- **Fiscal Year End:** 29-Sep-2018  
- **Reporting Currency:** US Dollar  
- **Annual Sales:** 94,371.4  
- **Total Assets:** NA  
- **Market Value:** 242,750.8 (17-May-2019)
Market Research

- Consumer focused, international coverage, quality reports.

Soft Drinks in New Zealand
COUNTRY REPORT | JUN 2019

EXECUTIVE SUMMARY

Growth slows slightly on the previous year

Overall soft drinks sales growth rates were lower in both value and volume terms through the off-trade channel in 2018 than they had been in 2017. However, this was mainly due to carbonates, the largest category, seeing slightly slower in growth in 2018, in turn, influencing the soft drinks market as a whole. A number of categories experienced strong growth, although these tended to be smaller categories that were either experiencing a resurgence due to innovation and new product developments or were still in their infancy stage as a category. In particular, RTD tea, due to the influence of kombucha, and RTD coffee, due to the influence of increasing supermarket distribution, both saw growth rates well above the overall average. Meanwhile, bottled water, juice and energy drinks experienced similar growth to the previous year, while concentrates and sports drinks experienced negative growth in off-trade value.

Market Sizes

Sales of Soft Drinks
Off-trade Volume - million litres - 2004-2023

367
Industry Information

- Industry reports, trade journals, credit reports, and more.
Find recent and historical news coverage, legal information, and newsletters.

Nexis®
Access to thousands of news, business, legal, and medical publications and information sources. Includes newspapers, newsletters, magazines, trade journals, wire services, and broadcast transcripts. Offers international resources.

Results for: pension regulations

1. VA Compensation and Pension Regulation Rewrite Project
   - US Official News
   - Nov 27, 2013
   - 148655 words
   - 1062 hits

   Effective Dates of Awards of Special Monthly Pension. Although it was technically accurate, initially proposed § 5.392, “Effective dates of awards of special monthly pension,” was unnecessarily complex. In paragraph (a), we had stated the...
Reliable Data

- Well sourced, accurate information

Share of merger and acquisition deals in the food and beverage sector in the United States in 2018, by subsector

![Pie chart showing share of merger and acquisition deals in the food and beverage sector in the United States in 2018, by subsector](chart.png)

- Dairy 4%
- Alcoholic beverages 16%
- General 13%
- Non-alcoholic beverages 12%
- Confectionery/snacks 12%
- Specialty pet 9%
- Agricultural products 8%
- Protein producers 8%
- Ingredients 6%
- Better-for-you 6%
- Bakery 6%

Citation (FAQ)

Select citation

Sources
Duff & Phelps; S&P Capital IQ

Survey by
S&P Capital IQ

Published by
Duff & Phelps

Source link
Food and Beverage M&A Landscape Winter 2019, page 6

Release date
March 2019
eBaker and Beyond

- Examine Trends & Disruptors
- Analyze Industries
- Research Markets
- Analyze Companies
- Analyze Countries & Regions
- Launch New Ventures
- Value a Company
- US Census Bureau
- ABI/ProQuest
- Nexis
- NYT Dealbook
- Statista
- D&B Global Express
- Research Monitor
- Statista
Recap

- Introduction to Baker Library
- Three core alumni services:
  - Assisted search
  - eBaker
  - Baker for Business
- Leveraging Baker’s alumni resources to research companies, industries, and more.
Learn More

- Visit us in the Stamps Reading Room today until 5 PM and Sunday Noon-7pm
- See our Dun Collection presentation today at 2:30 in Baker 102
- Call, email, or stop in any time:
  - [www.library.hbs.edu/alumni](http://www.library.hbs.edu/alumni)
  - [infoservices@hbs.edu](mailto:infoservices@hbs.edu)
Baker
Your Library for Life

Questions?