Three Research Skills in 30 Minutes (+ Q&A)

Leslie Burmeister and Farha Hasan
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Baker Library: the largest academic business library in the world
Why Baker Library?

Why does Baker Library participate in reunion programming?

When would I use Baker?
Identify Starting Points: Select the best resources for your question

Help Using Resources: Effective search strategies

Wherever You Are: Email, Chat, and Zoom consultations
How Can Baker Library Assist You?

- Trends & Disruptors
- Industry Analysis
- Market Research
- Company Analysis
- Business Launch
Get Started with Online Resources

[1] Locate Your HBS email address for alumni access to Harvard Business School resources

[2] Locate your Harvard University key for alumni access to Harvard University-wide resources

[3] Go to www.library.hbs.edu/alumni for access to eBaker and Harvard Alumni resources
Online Resources

- **eBaker**

**Electronic Resources by eBaker**

Welcome to eBaker, a curated selection of business research resources especially for HBS alumni. Use the filters on the page to find resources for your task.

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

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

- **D&B Hoovers**
  A large database of public and private companies and their executives throughout the world to identify job leads.

**HU Alumni Resources**

**VISITING & BORROWING**

Harvard University alumni are welcome to visit Harvard’s libraries.

Please review our **visitor access page** for information about our current policies for visitors. Our special collections and archives are open to all researchers regardless of current academic affiliations.

As of June 1, 2021, all Harvard alumni are eligible to apply for borrowing access at no charge.
Research Skill #1

Company Research & Company Lists
Research Skill 1: Company Research

Database: D&B Hoovers

- Large database of public and private companies
- **Search & Build a List** lets you create a target list of companies
- Filter by **location**, **size**, **industry** and more
- **Export** company information as Excel spreadsheet

Example:
Light Truck and Utility Vehicle Manufacturing in the US
- NAICS Industry Code 336112 → 176 companies
Research Skill #2

Industry Research
Database: ABI/ProQuest

- Database provides access to thousands of publications including news, reports, articles, and more.
- Find relevant market research reports from reliable sources like First Research and Fitch, so you can make an informed decision.

- **Keyword** search: Renewables in Europe
- **Filter** your search results by
  - **Source Type**: reports
  - **Location**: Europe
  - **Date**: last 12 months
  - **Download** report: Europe Power & Renewables Insight - May 2022
Research Skill #3

Identifying Market Opportunities
Research Skill 3: Identifying Opportunities

Database: Statista

- Market and consumer data from trusted sources covering 170 industries
- HBS alumni can register for a free Premium account
- Helpful for identifying opportunities

Example: data related to the U.S. vitamins and minerals market

- Statista - information source: Food Insight; IFIC – International Food Information Council

Types of Vitamins & Minerals Sought Out by Consumers in the United States in 2021

- Vitamin C
- Vitamin D
- Vitamin E
- Calcium
- Iron
- Vitamin A
- Zinc
- Iodine
- Omega-3 Fatty Acid
- Magnesium
- Carotenoids
- Copper
- Potassium
- Sodium
- Folic Acid
- Manganese
- Copper
- Fluoride
- Other

Details: United States; Food Insight; IFIC; March 4 to 8, 2021; 1,023 respondents; 18 years and older
Using Baker On Site

- You have lifelong access to the Stamps Reading Room

- On-site Baker Library resources include:
  
  ✓ 80+ Databases
  ✓ Extensive Print Collection
  ✓ In-person Research Assistance
  ✓ Special Collections / HBS Archives
We are here to help and will respond within 1 business day.
At HBS, the knowledge you gain and the connections you make are with you for life.

The library is part of this ecosystem.

We are here to support you and help you remain connected to the school.
Thank you!

The Baker Library Team

infoservices@hbs.edu