

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

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Harvard
Business
School

Baker Library





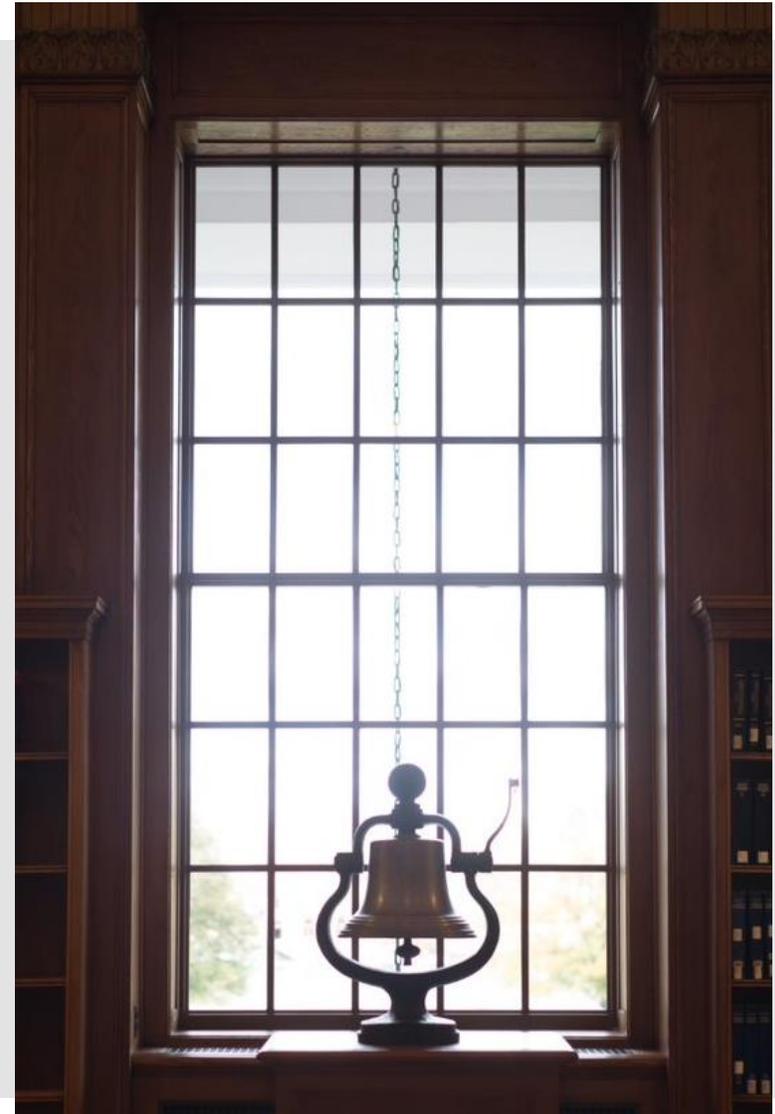
Baker Library: the largest academic business library in the world



Why Baker Library?

Why does Baker Library participate in reunion programming?

When would I use Baker?



Research Consultations *for HBS Alumni*



Baker librarians are research experts



We can assist you in a number of ways



Schedule a research consultation with our information experts

[1] *Identify Starting Points:*
Select the best resources for
your question

[2] *Help Using Resources:*
Effective search strategies

[3] *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

The screenshot shows the Harvard Business School Baker Library website. The header includes the Harvard Business School logo and the text "Baker Library | Bloomberg Center". Below the header is a search bar with the text "Search Baker Library website..." and buttons for "FIND", "SERVICES", and "ASK". The main content area is titled "Electronic Resources by eBaker" and includes a welcome message: "Welcome to eBaker, a curated selection of business research resources especially for HBS alumni. Use the filters on the left to narrow down resources for your task." On the left side, there is a sidebar with "REFINE YOUR SEARCH BY" and filters for "eBaker ACCESS TYPE" and "eBaker RESEARCH GOALS". The main content area shows a list of resources, including "ABI/Proquest (Alumni Edition)", "American City Business Journals", and "D&B Hoovers".

- HU Alumni Resources

The banner features a blue background with a photograph of a building. The text reads: "HOW TO... Use Harvard Library as an Alum". Below this, it says: "Access a growing number of electronic resources available to alumni and find out how to visit libraries." At the bottom, there are navigation links: "VISITING & BORROWING", "GET ELECTRONIC ACCESS", "ELECTRONIC RESOURCES", and "GET HELP".

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 affiliation.

As of June 1, 2021, all Harvard alumni are [eligible to apply](#) for borrowing access at no charge.

VISITOR ACCESS AND BORROWING INFORMATION





Research Skill #1

**Company Research &
Company Lists**

Research Skill 1: Company Research

The screenshot shows the D&B Hoovers interface. On the left, there is a sidebar with 'FILTER CATEGORIES' including Location, Company Size, Industries, Company Identifiers, Company Type, Corporate Family, Advanced Financials, Advanced Insights, UCC Filings, Mortgages and Char, Website Content, Conceptual Search, and Business Signals. The 'Location' filter is selected. A search bar at the top contains 'Search for Companies'. A dropdown menu is open, showing options: Companies (checked), Contacts, News, Research & Reports, SEC Filings, Triggers, Industries, and Conceptual Search. Below the dropdown, there is a 'State or Province (Subdivision 1)' field. The main content area displays the profile for 'Rev Group, Inc.', including its logo, address (Brookfield, Wisconsin, United States), phone number (+1-414-290-0190), website (www.revgroup.com), and social media links. Below this is a 'Financial Health' section with a table of key indicators in USD (millions).

Key Indicators USD (mil)	Quarter Ending 31-Jan-2022	Quarter Ending Yr Ago	Annual Year End 31-Oct-2021	1 Year Growth	3 Year Growth	5 Year Growth
Total Revenue	537.0	-9.07%	2,380.8	4.53%	-0.01%	4.33%
Research and Development	1.2	-7.69%	4.4	-24.14%	-12.18%	-1.73%
Operating Income	4.6	-57.01%	87.8	2,041.46%	7.53%	2.96%
Net Income	-0.7	-	44.4	-245.57%	50.53%	8.01%
Basic EPS	-0.01	-	0.70	-245.83%	51.77%	8.10%
Capital Expenditures	-4.5	55.17%	-24.7	47.02%	-25.87%	-12.66%
Cash from Operating Activities	-3.7	-294.74%	158.3	184.20%	-301.88%	15.93%
Free Cash Flow	-6.2	720.00%	133.6	243.44%	-216.67%	37.69%
Total Assets	1,292.3	2.64%	1,238.3	-5.64%	-4.19%	6.85%

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

Research Skill 2: Industry Research

The screenshot shows the ProQuest database interface. At the top, it says "Access provided by HARVARD UNIVERSITY ALUMNI". The main heading is "You are searching 4 databases". Below this, there are tabs for "Basic Search", "Advanced Search", "Publications", and "Change Databases (4)". A search bar is present with the text "Enter search terms...". Below the search bar, there are filters for "Full text" and "Peer reviewed". A search button with a magnifying glass icon is also visible. A search tip icon is located at the bottom right of the search bar area. A search result card is overlaid on the bottom left of the screenshot, featuring the Fitch Solutions logo and the title "Europe Power & Renewables Insight". The card also includes the text "Europe UK's Incomplete 2022 Energy Security Strategy Focuses On Key Technologies But Ignores Major Issues".

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

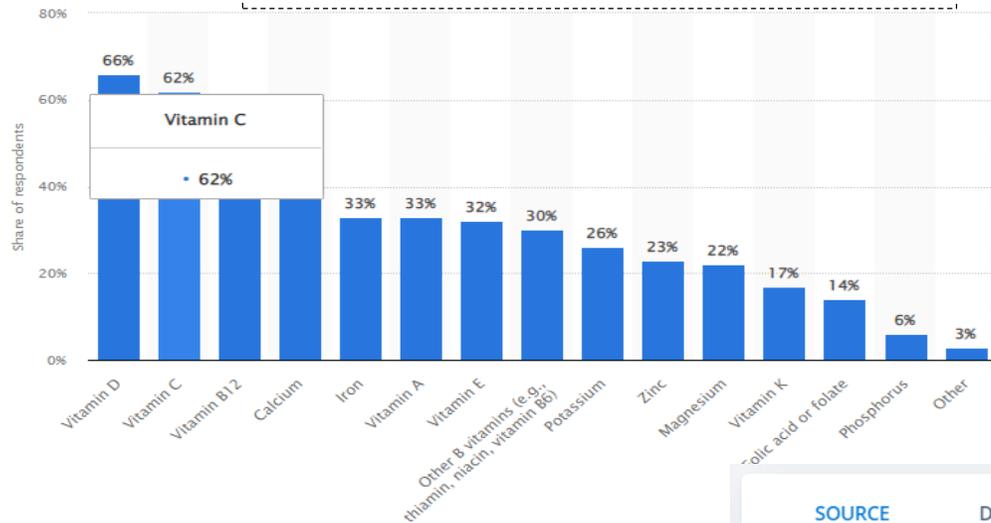


Research Skill #3

**Identifying Market
Opportunities**

Research Skill 3: Identifying Opportunities

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



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

SOURCE DETAILS FAQ

Sources

Food Insight; IFIC

Survey by

Food Insight; IFIC

Published by

Food Insight

Source link

[Consumer Perspectives on Vitamins, Minerals and Food and Beverage Fortification, p. 19-20](#)

Release date

April 2021

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*

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



Ask Baker Library!

We are here to help and will respond within 1 business day.

Baker Library | Bloomberg Center

Search Baker Library website... **Q** **FIND** **SERVICES** **ASK**

ASK US

Can't find what you need? Ask Us! We are available to answer anything from a quick query to an in-depth question. Looking to contact individual Baker staff? Search the [Harvard directory](#) for contact information.

EMAIL YOUR QUESTION

We will respond within 1 business day.
(Harvard affiliates or on-site visitors only)

YOUR QUESTION

Question *

More Detail/Explanation

Would you like to schedule a meeting with a librarian?

Select One

LIVE ASSISTANCE

For holiday and other exceptions, please see [Library Hours](#).

IN PERSON, BY PHONE, OR CHAT

Stamps Reading Room (3rd Floor)

1.617.495.6040

MON - THU: 9 AM - 7 PM

FRI: 9 AM - 5 PM

SUN: Noon - 5 PM

(Eastern Time)

CHAT WITH US

Baker Library is Your Library.

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

