The World of business information at your fingertips – Baker Library isn’t just for course work anymore!

Ann Cullen
Knowledge and Library Services
Sept. 24, 2011

Alumni portal at the Baker Library | Bloomberg Center web site

Web site - http://www.library.hbs.edu/resources_alumni.html

Services for HBS Alumni

<table>
<thead>
<tr>
<th>Services Available:</th>
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<tbody>
<tr>
<td>Online access to Baker Library including databases designated for use by authorized Baker Library visitors.</td>
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<tr>
<td>Free access to ebrary, an online collection of information research resources.</td>
</tr>
<tr>
<td>Deeply discounted annual subscriptions to OneSource.</td>
</tr>
<tr>
<td>Services by phone (617-495-9340), e-mail, or in person including information research suggestions and information related to a job search.</td>
</tr>
<tr>
<td>Access to Refworks, a citation management tool for storing, organizing, and formatting citations for research.</td>
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Frequently Used Links:

- Library Information
- Hours
- Directions & Maps
- Research Guides
- Historical Collections
- Managing in the New Global Economy
- HBS Working Knowledge
- Alumni LEaE E-mail

See Baker Library Alumni Services Overview - a presentation given at the Alumni Reunion, May 23, 2009 for more details.

See also a list of suggested information resources for do-it-yourself research tools and research service providers who will complete research for you. Please note that Baker Library does not endorse any company or any product or service of any company.
Carol Sampson

Clothing Design career:

In eBaker -

• Trade associations – eBaker (also to get an idea of credentials required)
• Industry reports on apparel industry (Onesource) industry category “Apparel and Accessories” – Datamonitor and Freedonia reports on this sector.
• Article search on apparel industry (Factiva and ABI) e.g. women’s apparel or clothing, etc.

At Baker Library website -

• Trade Shows – (trade show Fast Answer) - http://asklib.library.hbs.edu/a.php?qid=25879
• Go to the “Advanced Search” option in Google – http://www.google.com/advanced_search?hl=en

Carol Sampson (cont.)

Joining a Board:

• eBaker task “Get on a Board” - http://www.alumni.hbs.edu/ebaker/careers/board.html
• Social Enterprise Research Guide – Section on Governance and Leadership - http://www.library.hbs.edu/guides/socialenterprise.html
• Kennedy School Non-profit sector research guide - http://www.hks.harvard.edu/library/research/guides/?guide=Nonprofit
• Working Knowledge articles on Governance – http://hbswk.hbs.edu/topics/governance.html
  ➢ e.g. “The Difficult Transition from For-Profit to Nonprofit Boards” 5/12/11
Jose Marcos

Medical Device Sector:

- Article search on medical device sector (Factiva and ABI)
- Conduct an advanced search in Google and other free research resources for articles on the web. See: http://www.hks.harvard.edu/library/research/guides/?guide=beyond
- Onesource Industry category “Medical Equipment and Supplies” - 2010. Freedonia reports on various types of medical devices, e.g. “Implantable Medical Devices” and Datamonitor report “Global Health Care Equipment & Supplies”
- Also see resources in eBaker task page “Do Business Abroad” – for information on business in different countries or regions.
Jose Marcos (cont.)

Relocation information – particularly impact on family, children:

• Gutman Websites for Educators -
  http://www.gse.harvard.edu/library/educator_resources.html


• Relocation.com - Moving with Family -
  http://www.relocation.com/library/Topic/Moving_with_Family.html
Robert Jones

Real Estate management and related fields:


Demographic information on Wash., D.C.:

• Sperling’s Best Places - http://www.bestplaces.net/
• Statemaster - http://www.statemaster.com/index.php
• State and Local Government on the Net - http://www.statelocalgov.net/
Robert Jones (cont.)

Job Opportunities in Washington, D.C.:

• eBaker Task Section – “Career/Job Research” - http://www.alumni.hbs.edu/ebaker/
• Relocation.com – Learning Center - http://www.relocation.com/library/
• Alumni Directory - http://www.alumni.hbs.edu/ - to find contacts
• D.C. HBS Alumni Club - http://www.hbsclubwdc.net/
Green garments

Latest research from Golden finds that UK sales of ethical clothing neared £1.7bn in 2009, having more than quadrupled in the past five years. This momentum stems from spiraling consumer awareness of ethical and green issues, which are high street retailers are now embracing.

Sales of practice sustainability reports and management branding are all being used to get the message across, and specialist ethical clothing firms like Audi are maintaining revenue growth.

But times have changed and there is now ethical clothing of every type being designed, from basics to overcoats and including genuine high fashion and glamour. New moves in cutting and quality and truly fashionable design have been vital in the market's development.

Despite this, around a third (33%) of Brits still have no interest in ethical clothing, while 43% have never heard of it, although this number has dropped significantly in the past year.

Chief executive

Visit the senior retail analyst Sarah Festy talk just-style: "Consumers are still concerned about ethical fashions but it is less than the hundreds they want as they also consider the economy. But retailers need to do everything they can to get consumers through the door, and telling them where the stock is stored there can only be a positive.

"It is not necessarily all about price anymore, it is also people liking the product, level of service, being ethically friendly, convenience and overall experience. All of these things go into the buying decision."

Search Conferences

Found at http://www.allconferences.com/Search/
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>City</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable Tourism Development &amp; Tourism Marketing 2011</td>
<td>August 2, 2011</td>
<td>Kathmandu</td>
<td>Nepal</td>
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<tr>
<td>International Conference on Sustainable Tourism Development &amp; Tourism Marketing 2011</td>
<td>August 1, 2011</td>
<td>Kathmandu</td>
<td>Nepal</td>
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<tr>
<td>Sports and Events Tourism Exchange</td>
<td>July 25, 2011</td>
<td>Cape Town</td>
<td>South Africa</td>
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<tr>
<td>Travel Options Over 50</td>
<td>July 18, 2011</td>
<td>Columbus</td>
<td>USA</td>
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<tr>
<td>1st International Conference on Tourism &amp; Technology</td>
<td>July 7, 2011</td>
<td>New Delhi</td>
<td>India</td>
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<tr>
<td>5th IFTT African Conference: Meeting the Challenges of Climate Change to Tourism in Africa and the Developing World</td>
<td>May 15, 2011</td>
<td>Lusaka</td>
<td>Zambia</td>
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<tr>
<td>Carbon Neutral Destinations Conference Series</td>
<td>April 20, 2011</td>
<td>Kuala Lumpur</td>
<td>Malaysia</td>
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<tr>
<td>Advances in Tourism Economics 2011</td>
<td>April 14, 2011</td>
<td>Lisbon</td>
<td>Portugal</td>
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<tr>
<td>International Tourism Conference Jerusalem 2011</td>
<td>March 28, 2011</td>
<td>Jerusalem</td>
<td>Israel</td>
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**ProQuest**

For more details, please visit the ProQuest database.

**Found in ABI-Proquest in eBaker.**
Thank You!

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