Baker Library for Alumni: Learn, Discover, Explore

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Objectives

• **Learn** how to keep up-to-date with faculty research

• **Discover** HBS tools supporting your professional development and business research needs

• **Explore** eBaker – a research portal for HBS alumni
Working Knowledge: The Thinking That Leads

Secrets to a Successful Social Media Strategy

Marek Piskorski explores the secrets of successful social media tactics in his new book, "A Social Strategy: How We Profit From Social Media."

Learn - Discover - Explore

Learn

Discover

Explore
Alumni support examples

I am an alum looking for research assistance on a particular topic. Is that something you provide and, if so, how do I go about requesting it?

Could you please help me find public information on the e-commerce company Borderfree (formerly FiftyOne)?

Can I get some assistance in researching market verticals such as Food & Beverage to help position my company to service that industry?

Where do I get information on PhD dissertations in strategy and finance/economics at Harvard over past two years?

Baker Library website: http://www.library.hbs.edu/
Fast Answers – 24/7 Research Guidance

Research Guides

**Doing Research**

- Company, Industry & Career
- Business History in the Contemporary Collection
- Country & International
- Citation Managers & Other Research Tools
- HBS Citation Guides
- Information Research Standards

**Guides A-Z**

- Agriculture
- Alphas & Betas
- Biotechnology
- Business & the Environment
- China Business
- China in the News
- Consulting
- Demographics & Consumer Behavior
- Emerging Markets
- Energy
- Entertainment
- Entrepreneurship (HBS Resources)
- Marketing Strategies & Channels
- Financial Markets
- Financial Services & Investment Banking
- Food & Beverage
- Hedge Funds
- Health Care
- Hospitality & Hotels
- India Business
- India Business News
- Information Technology
- Medical Devices
- Music
- Pharmaceuticals
- Real Estate
- Retail
- Social Enterprise
- Statistics
- Telecommunications
- Venture Capital & Private Equity
Learn - Discover - Explore

HBS Alumni website: [www.alumni.hbs.edu](http://www.alumni.hbs.edu)
eBaker

- **Create** target company lists for job search
- **Stay current** with business news and management concepts
- **Learn** about emerging industry sectors
- **Prepare** for Interviews
eBaker: Pick a Task

eBaker is an online collection of business research resources. The site is designed specifically for HBS alumni to provide timely and authoritative information for professional development, career planning, and business research for personal use.

eBaker: A-Z Resource List

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eBaker: OneSource Global Express

Quick Search

Companies

Enter a company, ticker symbol, or NAICs code & search.

Executives

Enter last name or both first and last name, or Build A List.

News

Enter one or more keywords to search multiple print media sources.

Top Business News

1. Market at Risk After JPMorgan's $2 Billion Loss

Companies

- Associated Press (107 out)
- Bloomberg (64 out)
- Business Wire (29 out)
- Silicon Valley (San Jose Business Journal, The (San Jose, CA) (55 out)
- Eikon (4)

What's New at OneSource

- 09-APR-14 - Expanded News Publication Collection:ified expanded search
- 08-SEP-14 - Expanded search capabilities new available.
- 07-SEP-14 - New title available.

New Alerts & Searches

- 07-SEP-14 - View All

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eBaker: ABI/ProQuest search strategy

Search screen with highlighted search term: (beer researches) AND soft beverages

Related searches:

- Beverages
- Soft drinks
- Alcohol
- Beverages and soft drinks

38 results found:

- Soft drinks (beverages) AND Durée de vie
- Soft drinks (beverages) AND Porte à boire
- Soft drinks (beverages) AND Profil
- Soft drinks (beverages) AND Comptes bancaires
- Soft drinks (beverages) AND Marché
- Soft drinks (beverages) AND Business Wire
- Soft drinks (beverages) AND Associated Press
- Soft drinks (beverages) AND Bloomberg
- Soft drinks (beverages) AND Business Wire
- Soft drinks (beverages) AND silicon valley san jose business journal the (san jose, ca)
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eBaker by the numbers

<table>
<thead>
<tr>
<th>Unique Alumni Visitors</th>
<th>eBaker Top 10 Countries</th>
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</thead>
<tbody>
<tr>
<td><strong>March</strong></td>
<td>1. US</td>
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<tr>
<td>297</td>
<td>2. France</td>
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<tr>
<td><strong>February</strong></td>
<td>3. Great Britain</td>
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<td>309</td>
<td>4. Singapore</td>
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<tr>
<td><strong>January</strong></td>
<td>5. India</td>
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<tr>
<td>343</td>
<td><strong>Israel</strong></td>
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<tr>
<td><strong>December</strong></td>
<td>2. Canada</td>
</tr>
<tr>
<td>320</td>
<td>8. Australia</td>
</tr>
<tr>
<td><strong>November</strong></td>
<td>9. So Africa</td>
</tr>
<tr>
<td>336</td>
<td>10. Portugal</td>
</tr>
<tr>
<td><strong>October</strong></td>
<td></td>
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<tr>
<td>402</td>
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</tbody>
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eBaker Top 10 Pages

1. A-Z List (262)
2. ABI (218)
3. Global Express (111)
4. Research Company (98)
5. OneSource More Info (71)
6. Research Industry (68)
7. Explore News & Trends (49)
8. Vault (26)
9. Create List of Employers (25)
10. About (21)

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The entire policy can be found at:
www.library.hbs.edu/databases/copyrightmessage.html
Funding Innovation – Challenge & Opportunity

Dean Nohria’s Challenge:
• Key to our intellectual ambition is a robust library.
• Be more imaginative about how we build a new Baker Library to meet the needs of 21st Century scholars.
• We need to change the slope of investment in Baker.

Baker’s Opportunity
• Unprecedented growth in the volume of information
• Options for computer and smart phone delivery channels
• Demand for quality, relevant, timely information at one’s fingertips.

Funding Innovation – Approach

Following the HBP model, bring our expertise in information research and our pre-eminent collections to assist in other research, teaching, and learning environments.

Alumni:
• Working Knowledge: topic bundles and Sharpening Your Skills
• Curated information newsletters; industry specific
• Case updates: company, industry, protagonist updates
• Fee-based research services
Research Assistance: Phone, Email or In Person

Stamps Reading Room Hours

Today:  9am – 5pm

Academic Year:
MON-THURS: 9am – 7pm
FRI: 9am – 5pm
SUN: 12pm – 7pm

Current hours at www.library.hbs.edu/info/hours.html

Contact Us
• Phone: 617.495.6040
• Email: infoservices@hbs.edu