Baker Library Services and eBaker: Tap into Online Resources and Research

Ann Cullen
Knowledge and Library Services
June 4, 2011

Key Takeaways

• Introduce Online Resources
• Outline In-person research assistance available to you
• Provide sources for guidance on researching specific topics and staying up to date
• Answer your questions about information research services

Anything else? Please let me know!
Alumni portal at the Baker Library | Bloomberg Center web site

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

Services for HBS Alumni

- Online access to Baker Library, including databases designated for use by authorized Baker Library visitors.
- Free access to reference online collection of information research resources.
- Deeply discounted annual subscriptions to OneSource.
- Services by phone (617-495-6004), e-mail or in person including information, research, and information related to a job search.
- Access to RefWorks, a citation management tool for storing, organizing, and formatting citations for research.

See Baker Library Alumni Services Overview - a presentation given at the alumni reception, 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.

newsmakers

Stories and updates about HBS alumni and faculty. Send a story idea or comment to newsmakers@hbs.edu

Mar 24, 2011
Managing In Asia
As Google gets ready to expand in Asia, Google’s president for Japan and Asia-Pacific operations talks about the company’s strategy, as well as the trends and challenges in managing a foreign internet firm in Asia.

Mar 22, 2011
Managing In Asia
As Google gets ready to expand in Asia, Google’s president for Japan and Asia-Pacific operations talks about the company’s strategy, as well as the trends and challenges in managing a foreign internet firm in Asia.
An online collection of information research resources designed to provide alumni with timely and authoritative information for professional development and career planning.

The key features of eBaker include:

- Free access to six proprietary business information databases
- Discounted annual rate for OneSource
- Business Web sites recommended by HBS librarians
- Links to internal HBS resources
- A navigational structure based on user scenarios and tasks
- Information pages and instruction steps to help use the resources

Questions about eBaker? email: ebaker@hbs.edu
Since Oct. 2009 – Three Webinars

See video of webinars and slides at: http://www.alumni.hbs.edu/careers/video_library.html

December 2009 –
**eBaker: Tap Into On-Line Resources** (repeated Sept. 2010)

February 2010 –
**Job Search Strategies**

May 2011 –
**Researching Global Career & Business Opportunities**

You might find it useful to review the eBaker promo video at –
http://www.alumni.hbs.edu/careers/research.html
Self-serve Online Research Assistance

- **Fast Answers** [http://asklib.library.hbs.edu/](http://asklib.library.hbs.edu/)
  Search and browse about 300 answers to library service and substantive research questions. New answers are added daily.

- **eBaker FAQs** - [http://www.alumni.hbs.edu/faq/#ebaker](http://www.alumni.hbs.edu/faq/#ebaker)

- **Baker Research Guides** [http://www.library.hbs.edu/guides](http://www.library.hbs.edu/guides)
  Provide guidance on the resources to use to locate information on various business topics. Include many resources freely available on the Internet as well as some subscription resources not available to alumni.

- **Virtual Tour of Baker Library** - [http://www.library.hbs.edu/ipodtour/](http://www.library.hbs.edu/ipodtour/)
In-person Research Assistance

Stamps Reading Room Hours during School Year:

MON-THURS: 9 a.m.–7 p.m.; FRI: 9 a.m. – 5 p.m.; SUN: 12 p.m. – 7 p.m.

Phone: 617.495.6040

Email: infoservices@hbs.edu

Please Note: Reading Room hours vary during the summer and holidays, see “Baker Hours” at: http://www.library.hbs.edu/info/hours.html.
## Schedule a Career/Research Consultation

**Web site** - [http://www.library.hbs.edu/services/consultation.html](http://www.library.hbs.edu/services/consultation.html)

**Baker Library Services Information Research Staff**

- **Cynthia Charchard**
  - Cynthia has been meeting the project and career research needs of HBS students since 2001. Prior to coming to HBS, Cynthia worked as the Social Sciences Reference Librarian and the Business Reference Librarian at the University of Missouri-Kansas City. She has experience compiling research guides and teaching information research skills. She has a B.A. in Psychology, an M.A. in Information Science, and an M.S. in Accounting.

- **Emmalee Colgate**
  - Emmalee joined the Harvard Business School staff in April 2010. Prior to joining HBS, she worked in research and knowledge management at Fidelity National Title for over 10 years, supporting the Financial Services industry practice. She has an M.L.S. and a B.A. in History.

- **Ann McColl**
  - Ann has experience as a business and finance researcher and educator. Her work history includes employment at Credit Suisse First Boston, Valuation Pricing, Bloomberg Bank, the American Management Association, Chase Manhattan Bank, and Columbia University. She is an Adjunct Professor at Beirne Senior Executive School of Library and Information Science, where she teaches Business Research. She has an M.L.S. and a B.A. in Art History and Economics.

- **Meghan Dolezal**
  - Meghan's work experience includes systems analysis/data management at Really Good Hollywood (RGH), a small media auditing firm in the Pacific Northwest.

## Non-HBS services that will do research for you

**Web site** - [http://www.library.hbs.edu/serviceproviders.html](http://www.library.hbs.edu/serviceproviders.html)

### Research Service Providers

- The service providers listed below can fulfill research needs including current news, market research and company, industry, and financial information.
- See also our list of suggested information resources for self-service tools.
- HBS alumni may access eBaker, a suite of free databases for business research and professional development.

<table>
<thead>
<tr>
<th>Provider</th>
<th>Description</th>
<th>Payment Options</th>
<th>Contact for Current Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association of Independent</td>
<td>Connects individuals with research or information needs with AIP members</td>
<td>Negotiated with individual</td>
<td>225-405-4400, office@</td>
</tr>
<tr>
<td>Information Professionals</td>
<td>worldwide who may be able to assist them. Service agreements are arranged</td>
<td>service provider</td>
<td>aip.org</td>
</tr>
<tr>
<td>British Library Research Service</td>
<td>with AIP members. AIP does not endorse the work of its members. For an example, see AIP directory entry for MarketingBase.</td>
<td>Pay-as-you-go and other</td>
<td><a href="mailto:research@bt.uk">research@bt.uk</a></td>
</tr>
<tr>
<td>Infogroup/IRC</td>
<td>Services include a package relevant for starting or growing a small business and remote access to databases.</td>
<td>Pay-as-you-go and other</td>
<td>800-444-6772</td>
</tr>
<tr>
<td>New York Public Library, NYPL</td>
<td>Services include competitive intelligence, international trade information, market research, and document</td>
<td>Pay-as-you-go or Subscription</td>
<td>800-456-6775</td>
</tr>
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HBS Working Knowledge - http://hbswk.hbs.edu/ - Weekly online publication of the latest HBS faculty research

Using Factiva’s “News Pages” tab – keep track of trends by topic/region

Factiva is available in eBaker.
Reminder… Key Tips

• Online Databases available in the Stamps Reading Room – see Alumni Page Databases A-Z Listing. See eBaker for the online databases you can access remotely.

• No extra charge for any online database in eBaker except for Onesource.

• Always use resource’s indexing and “Advanced Search” features.

• Databases often have numerous download formats – please use them.

• Baker Librarians are available to help you with your research!


THE WALL STREET JOURNAL
Key Tips – Copyright and Licensing on online resources

Copyright Restrictions:
Harvard Business School may terminate the network access of users who are found to have repeatedly infringed the copyright of others.

Licensing restrictions:
Electronic resources listed on the Baker Library site are restricted by license agreement to members of the Harvard community and to on-site users of Harvard’s libraries for the purposes of research, teaching, and private study. Commercial use, and systematic downloading, copying, or distributing of information are expressly prohibited. Users are individually responsible for compliance with these terms.

The entire policy can be found at:
http://www.library.hbs.edu/databases/copyrightmessage.html

Historical Collections - http://www.library.hbs.edu/hc/

Also responsible for HBS Archives
Currently on view in Baker Library Lobby

Baker Library open 9am-5pm today

Baker Library | Bloomberg Center iPod/iPhone/iTouch Tours

Tour the Baker Library Bloomberg Center on an iPod (see instructions below). Players are available to borrow at the Service Desk in the Baker Library. Contact Brian VanRens for the overview or other tours for iPhone (617-495-1061) or email information.

at http://www.library.hbs.edu/ipodtour/

Step 1
Right click to Download iPod file and save it to your computer's desktop.

Step 2
Once downloaded, you can move the file to your iPod.

Step 3
Drop your new movie into your iTunes library and select it in your iPod's playlist.

Step 4
Attach your iPod to your computer and sync the iPod to your computer with iTunes. For detailed syncing instructions, see the iPod manual. To play the movie on your iPod, select “Videos” from the iPod Main Menu. Movies will play...
Additional Research Session – **10am Aldrich 8**

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

Come to this program to learn about the wide variety of Baker Library services and resources available to you. A case scenario will be used to facilitate a discussion that will take you step by step in thinking through how to productively and effectively approach research. This session will extend the “Baker Library Alumni Service Overview” presentation offered earlier this morning.

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**Thank You!**

Ann Cullen – [infoservices@hbs.edu](mailto:infoservices@hbs.edu)

Questions?