Baker Library | Bloomberg Center

Welcome!
Drop in any time. Stay as long as you like!

Meet our knowledgeable staff.
Learn about services and resources.
Take a self-guided tour.

Business Information At Your Fingertips 24/7

The world of business information is at your fingertips 24/7. Harvard’s libraries offer access to a vast array of information online and in print.

Click MyHBS tab for Baker Library to link to the Baker Library | Bloomberg Center Web site, http://www.library.hbs.edu/.
Knowing where and how to find critical information is often the difference between successful and unsuccessful decisions."

Recognizing the need for information and knowing what information exists is a **critical skill**, even if you are in a position to have others find the information for you.

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**Your One-Stop Resource for All MBA Activities**

- **Stay informed** on industry news and trends
- Expand your knowledge base and prepare for **class discussion**
- **Research market data** for field studies and business plan contest
- Further your **career search & prepare for interviews**
Stay Informed With “Highlights” Newsletters & Alerts

Topics include:
• Consumer Products
• Entertainment
• Healthcare / Biotech
• High-Tech / New Media
• Investment Management
• VCPE

Stay informed using customized email alerts on topics of interest.

Bi-weekly newsletters deliver headlines and links to the top industry news stories.

Baker librarians select key news stories for each industry covered.

Prepare for Class Discussion With Background Information

Boost your confidence in a field that is new to you.

Define key business concepts and background materials on an industry or topic.

Get reports from industry-specific analysts such as IDC or from financial analysts.

Use Baker Library Research Guides to quickly identify key resources for an industry or topic.

Use business and management dictionaries and encyclopedias.

Use recommended textbooks.
We support all your project needs.

During your field study and business plan preparation, you’ll need a broad range of in-depth information to succeed.

Access a breadth of market data and statistics including:
- geographic
- industry
- market
- competitor
- consumer

Research Data for Field Study and Business

Prepare for Internship and Career Development

Identify prospective companies by industry, size, geography and other criteria.

Prepare for interviews:

- In depth analysis of company.
- Comparison of what the company is saying about itself and what others are saying about it.
- Background information, trends, and news about an industry.
- Potential interview questions.

Baker Library has information tools needed for each phase of your career and internship research.
"The ability to do your own business intelligence data gathering and analysis is one of the key skills you need to learn while at HBS. The Baker Library resources will be invaluable to you."

Lynda Appelgate, Head of the Entrepreneurial Management Unit, and former chair of the Field Based Learning program is a firm advocate of executives understanding information.
Need Information after HBS? Think Baker Library!

It may seem early to be thinking about graduating, but we want to assure you **Baker Library will still be at your fingertips** after you graduate.

**eBaker** provides access to some key resources.

You’ll be notified shortly before graduation with information on accessing this valuable service.

Questions??

**Contact us!**

Ask questions. Get research assistance.

Get personalized one-on-one or group training customized to your specific needs.

Look for us integrated into other programming, e.g., MBA Career and Professional Development

**infoservices@hbs.edu / 617-495-6040**

[http://www.library.hbs.edu](http://www.library.hbs.edu)

**Stamps Reading Room (Level 3)**