WELCOME MBA ‘15

Knowledge & Library Services

Informed leaders start here.

Knowledge & Library Services (KLS)

Meet our knowledgeable staff.

Learn about services and resources.
Harvard Library

Baker Library is one of over 70 libraries within the Harvard Library organization.

Business Information At Your Fingertips 24/7

Find us at: http://www.library.hbs.edu/.
Professor David A. Garvin on Successful Decisions

“Knowing where and how to find critical information is often the difference between successful and unsuccessful decisions.”

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**

KLS Gives You An Edge
Stay Informed With “Highlights” Newsletters

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

KLS librarians select key news stories for each industry covered.

“Highlights” topics:
- Consumer Products
- Entertainment
- Healthcare / Biotech
- High-Tech / New Media
- Investment Management
- Retail
- VCPE

Prepare for Class Discussion

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.
Research Data for Field Study and Business

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

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.
Professor Lynda M. Applegate on Key Skills Needed…

“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.”

Need Information? Ask us!

Fast Answers
Search or browse over 400 answers to frequently asked business/research questions
A lifetime resource

Here for you from START to graduation and beyond

You are in an incredibly rich information environment. Take advantage of it!

We also provide library services and access to HBS alumni - you’ll learn more about eBaker over the next two years.

Questions??

Contact us!

Stamps Reading Room (Level 3)

infoservices@hbs.edu

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