

Begin with Baker

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Harvard
Business
School

Baker Library



Welcome back!

Fast facts about Baker:

- Largest academic business library in the world
- Dedicated in 1927
- Renovated in 2005
- Collections span 700 years



Why Baker Library?

- HBS alumni are our team's second largest customer group after MBA students.
- We answered almost 8,000 questions last year, 1,000 of them from alumni.
- We provide comprehensive alumni research services and resources, far beyond what our peer schools provide.



Why *not* ChatGPT?

Search vs. Generative AI

- Not all generative AI tools include a real-time search engine component (ex: free ChatGPT).
- Even generative AI tools with real-time search (ex: Bing Chat, NeevaAI, perplexity.ai, YouChat) can't access paywalled/proprietary data.
- Other generative AI limitations include:
 - Verifiability:
 - Web search: results link back to original source materials
 - Generative search: citations may be false or incorrect
 - Replicability:
 - Web search: search and results easy to replicate
 - Generative search: unclear how to replicate results
 - Bias:
 - Web search: can directly evaluate sources for signs of bias
 - Generative search: hard to evaluate unseen biases in training data, post-processing, user input

Research Tips for Generative AI

- **Don't** use generative AI as a substitute for Google.
- **Do** use generative AI to broaden research approaches.
 - Example prompt: *What are the N most common subtopics related to TOPIC?*
 - Example prompt: *List the top N keywords for searching the topic TOPIC.*
- **Don't** share sensitive or personally-identifiable information.
- **Do** use caution with generative AI outputs as citations may be hallucinated and conclusions may be incorrect.

Research Consultations

[Book a research consultation](#) with a Baker librarian:



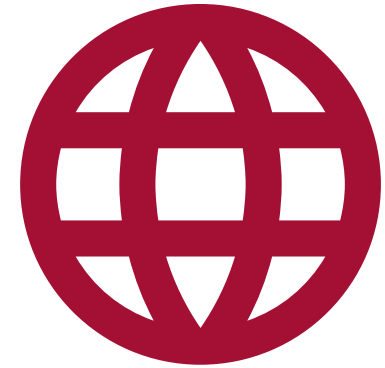
Starting Points

Let us help select the best resources for your question



Search Help

We'll show you effective search strategies in specialized databases



Wherever You Are

Connect with us in person, by email, and on Zoom

How Can Baker Library Help You?

**Trends &
Disruptors**



**Industry
Analysis**



**Market
Research**



**Company
Analysis**

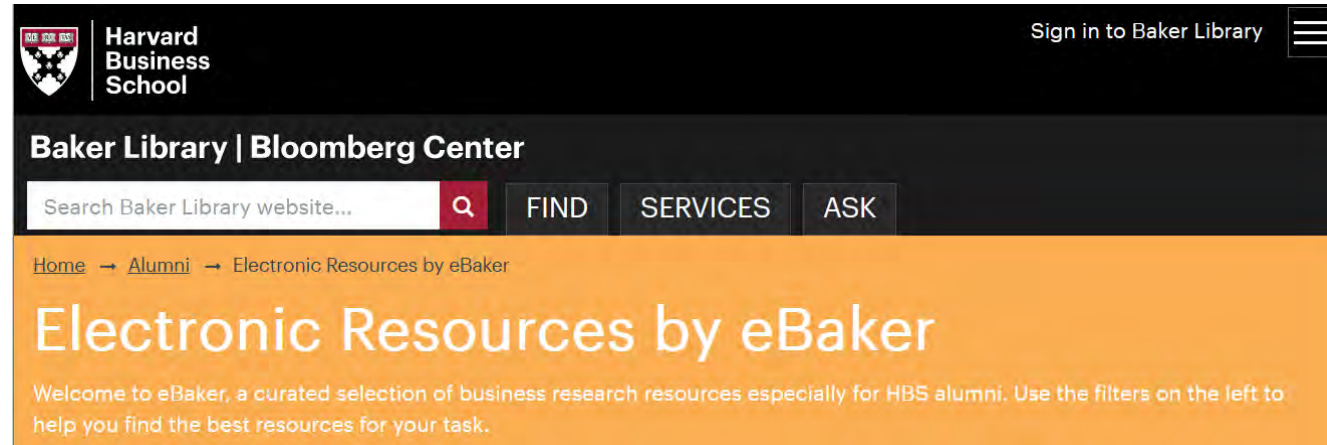


**Business
Launch**



Online Resources

- **HBS Alumni: eBaker**



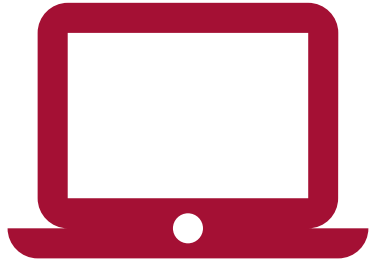
The screenshot shows the Harvard Business School Baker Library website. At the top left is the Harvard Business School logo. To the right, it says "Sign in to Baker Library" with a menu icon. Below this is the header "Baker Library | Bloomberg Center". A search bar contains the text "Search Baker Library website..." with a magnifying glass icon. To the right of the search bar are buttons for "FIND", "SERVICES", and "ASK". Below the search bar is a breadcrumb trail: "Home → Alumni → Electronic Resources by eBaker". The main heading is "Electronic Resources by eBaker" in large white text on an orange background. Below the heading is a welcome message: "Welcome to eBaker, a curated selection of business research resources especially for HBS alumni. Use the filters on the left to help you find the best resources for your task."

- **HU Alumni Resources**



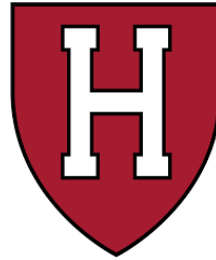
The graphic features a blue-tinted background image of a classical building with columns. At the top center is a yellow circular icon with a white arrow pointing up and to the right, followed by the text "HOW TO...". Below this is the main heading "Use Harvard Library as an Alum" in large white text. At the bottom, there is a line of text in a smaller white font: "Connect with a growing number of electronic resources available to alumni and find out how to visit libraries."

Online Resources: Three Keys



HBS email

Your [HBS email address](#) provides alumni access to HBS alumni resources



Harvard Key

Your [Harvard Key](#) provides alumni access to Harvard University-wide alumni resources



Baker Library

Contact us at infoservices@hbs.edu for troubleshooting and guidance



New eBaker Resources



PREQIN



- **Morningstar Investment Research Center:** Comprehensive and up-to-date financial information on stocks, mutual funds, and exchange-traded funds.
- **Value Line:** Information on stocks, industries, mutual funds, options, and convertibles. Screen for lists of stocks and mutual funds by various criteria.
- **RKMA Market Research:** Market research reports covering business to business, leisure, and consumer markets.
- **GlobalData Disruptor:** Startups, VC/PE firms, reports, and analysis with a technology focus.
- **Preqin Pro Trial and Discount:** HBS alumni receive a free 30-day trial to Preqin Pro's private market data, as well as a 10% discount on new first-year subscriptions.

New eBaker Tutorial

- [Self-paced overview](#) of Baker's alumni resources and services
- Suggestions for how to best leverage key databases
- Video tutorials of specific search strategies





Case Study

Using Baker for
Alumni Research



“

*Can you help me understand the
maternal mental health market in
the United States?*

”



Finding Industry Reports

The screenshot shows the ProQuest interface for Harvard University Alumni. The top navigation bar includes the ProQuest logo, the text 'Access provided by HARVARD UNIVERSITY ALUMNI', and utility icons. The main content area is titled 'Browse Topics & Featured Content' and 'Browse Featured Business Content'. There are two tabs: 'Industry Overviews' and 'Industry Reports'. A search bar contains the text 'Find an industry...'. Below the search bar are two dropdown menus: 'All countries' and 'All featured report providers', followed by a 'Search' button and a 'Clear all' link. A list of industry categories is visible on the left, including 'Abrasive Product Manufacturing' and 'Accommodation'. A red box highlights a search result for 'Mental Health & Substance Abuse Services' by 'dun & bradstreet'. The result includes the text 'FIRST RESEARCH', 'INDUSTRY PROFILE', the title 'Mental Health & Substance Abuse Services', the date '3.29.2021', NAICS codes '621420, 623220', SIC codes '8093, 8361', and a blue button labeled 'About First Research'.

Databases:

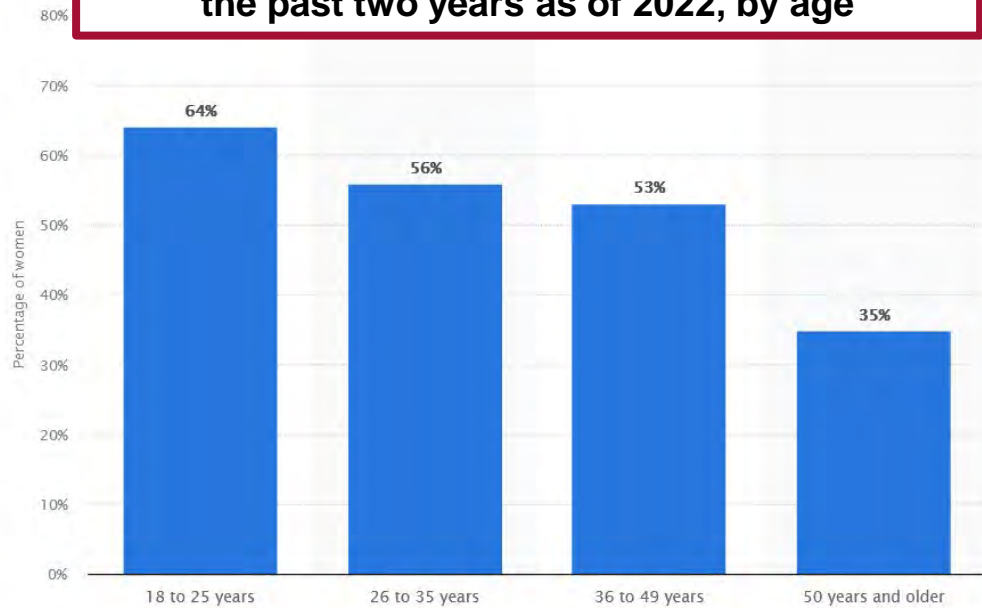
- **ABI/ProQuest**
 - Industry reports from sources like First Research, Fitch, and Plunkett
- **D&B Hoovers**
 - Industry reports from sources like Freedonia and RMA

Example:

- Select **Browse**, then expand the **ProQuest One Business Featured Content** menu and select **Industries**
- Select the **Industry Reports** tab, then search by keyword; try *maternal health, women's health, mental health*

Finding Industry Data

Percentage of women in the United States who thought they needed mental health services in the past two years as of 2022, by age



Database: Statista

- Market and consumer data from trusted sources covering 170 industries
- HBS alumni can register for a **free Starter account**
- Helpful for identifying reports, white papers, and data sources

Example:

- Search for *maternal mental health* – no results
- Broader search for *women mental health*

Access and Coverage for Mental Health Care: Findings from the 2022 KFF Women's Health Survey

Karen Diep, Brittni Frederiksen, Michelle Long, Usha Ranji, and Alina Salganicoff

Published: Dec 20, 2022



SOURCE DETAILS FAQ

Source
Kaiser Family Foundation

Survey by
Kaiser Family Foundation

Published by
Kaiser Family Foundation

Source link
kff.org

Release date
December 2022

Citation formats
→ View options

201 respondents; 18-64 years;

© Statista 2023

Finding News and Articles

The screenshot shows the ProQuest search interface. At the top, the search query is: "mental health" AND (maternal OR perinatal OR women OR gender) AND (trends OR outlook OR forecast). The results page shows 210,805 results. The article "Pathways To Equitable And Antiracist Maternal Mental Health Care: Insights From Black Women Stakeholders" is highlighted. The article is from the Health Affairs journal, Volume 40, Issue 10, October 2021. The abstract is visible, discussing structural racism and its impact on maternal mental health care for Black birthing populations. The authors listed are Kay Matthews, Isabel Morgan, Kelly Davis, Tracey Estriplet, Susan Perez, and Joia A. Crear-Perry. The article is available in full text and as a PDF (1 MB).

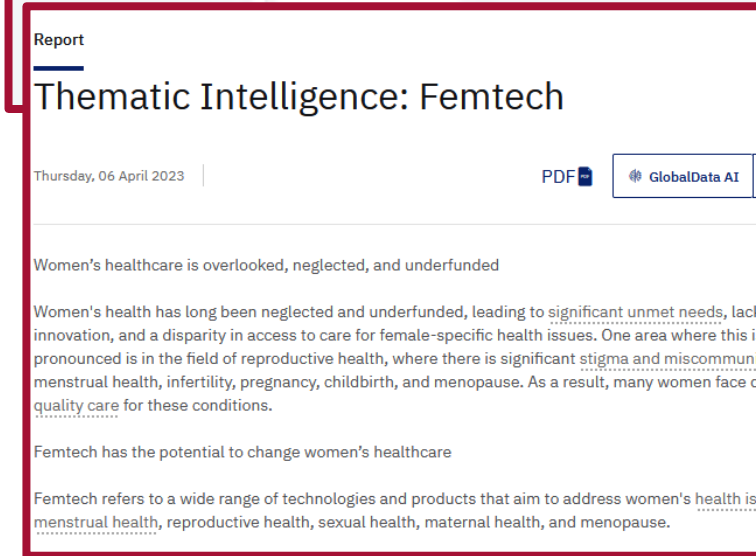
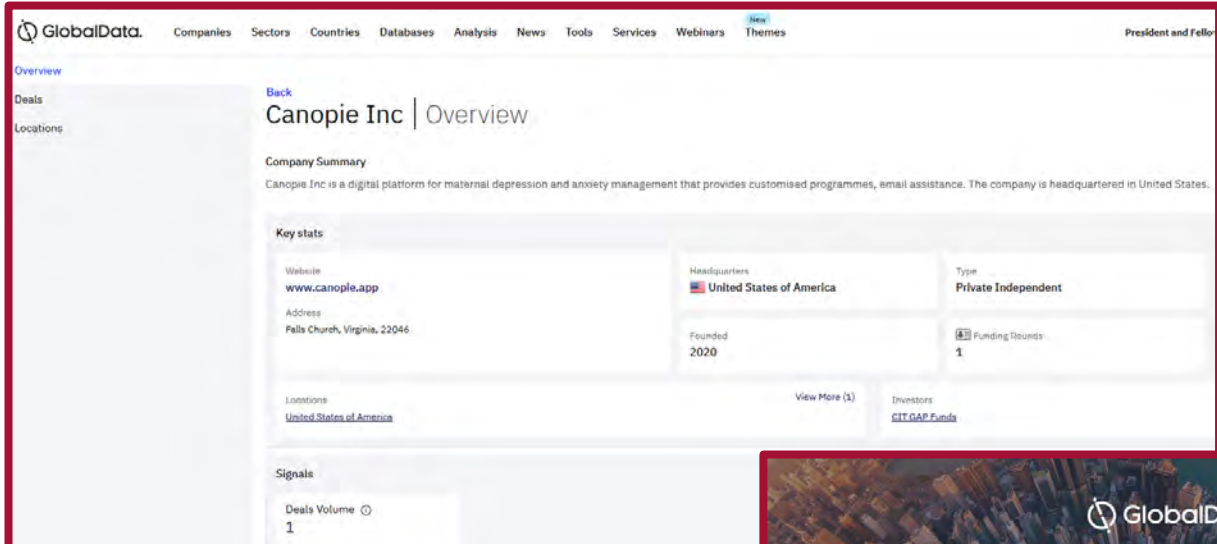
Databases:

- ABI/ProQuest
- Nexis

Example:

- In ABI/ProQuest, use the search string "mental health" AND (maternal OR perinatal OR women OR gender) AND (trends OR outlook OR forecast)

Finding Deals and Industry Activity



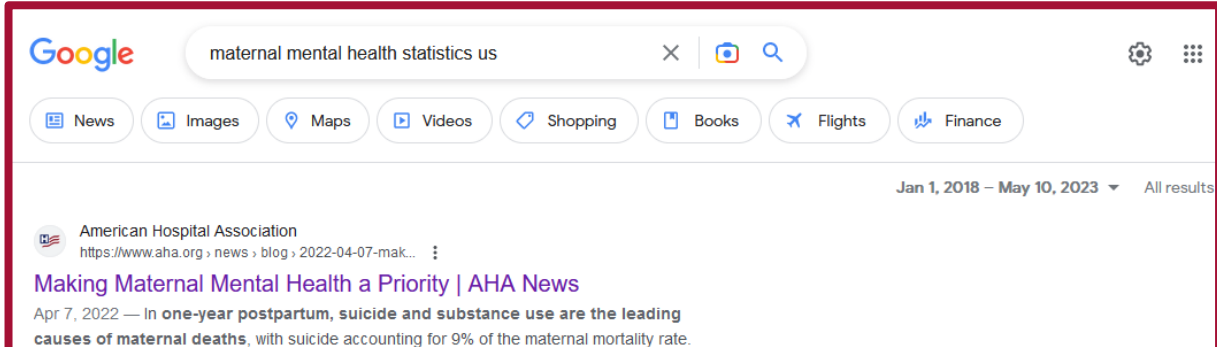
Database:

- GlobalData Disruptor: track emerging trends and technologies with company, industry, and deal information

Example:

- Search for keywords “maternal mental health” – 1 funding deal for a startup, Canopie
- Broader search for femtech – report covering mental health and more

Beyond eBaker: Web Searching



Sources beyond eBaker

- Use Google more efficiently and effectively
- Identify reputable web sources for more information

Example

- Use additional keywords and date limits to focus search results

Ask Baker Library!

Send us your questions 24/7:

We'll respond within one business day

During Baker Library service hours:

- Call us
- Visit us
- Email us

Baker Library | Bloomberg Center

Search Baker Library website..

FIND

SERVICES

ASK

ASK US

Can't find what you need? Ask Us! We are available to answer anything from a quick query to an in-depth question.

Looking to contact individual Baker staff? Search the [Harvard directory](#) for contact information.

EMAIL YOUR QUESTION

We will respond within 1 business day.
(Harvard affiliates or on-site visitors only)

YOUR QUESTION

Question **

More Detail/Explanation

Would you like to schedule a meeting with a librarian?

Select One

LIVE ASSISTANCE

BY PHONE

1.617.495.6040

IN PERSON

Stamps Reading Room
(3rd Floor)

MAIN DESK

- MON - THURS:
9 AM - 7 PM
- FRI: 9 AM - 5
PM
- SUN: 12 PM -
7 PM



Visit Us!

- Lifetime access to the Stamps Reading Room
- On-site resources include:
 - ✓ 80+ databases
 - ✓ Print Collection
 - ✓ In-person research help
 - ✓ Special Collections / HBS Archives materials



Why Baker Library?

At HBS, the knowledge you gain and the connections you make are with you for life.

The library is part of this ecosystem.

We are here to support you and help you remain connected to the school.



Thank you!

infoservices@hbs.edu
617-495-6040

