Begin with Baker

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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.

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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.

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Research Consultations

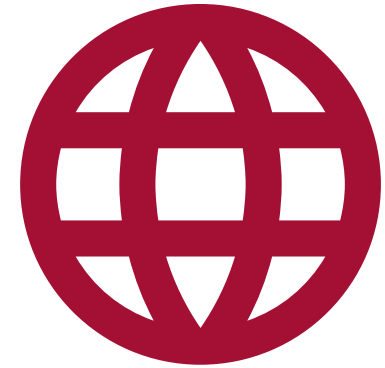[Book a research consultation](#) with a Baker librarian:

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

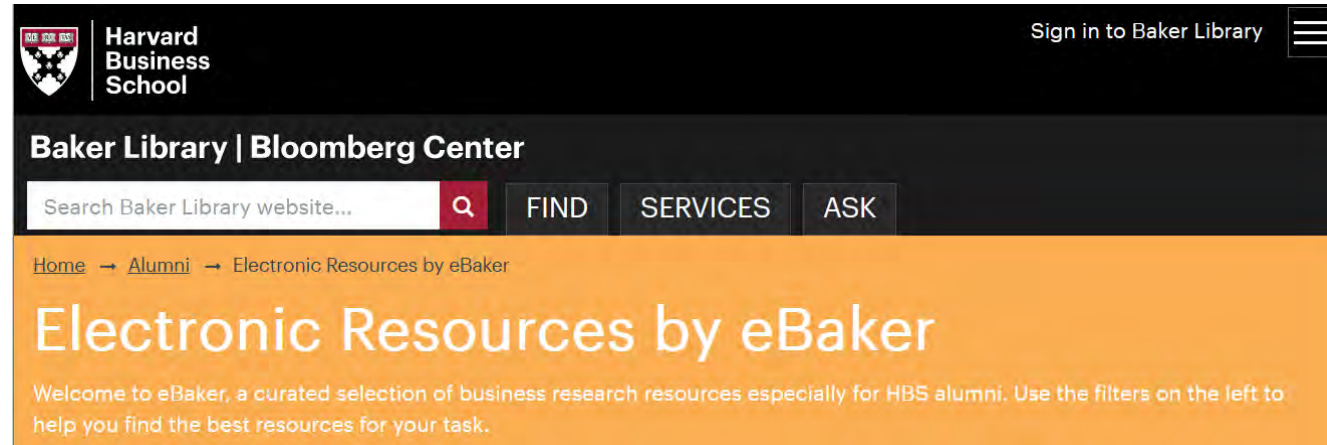**Industry Analysis**

Market Research

Company Analysis

Business Launch

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Online Resources

- **HBS Alumni: eBaker**

- **HU Alumni Resources**

Online Resources: Three Keys
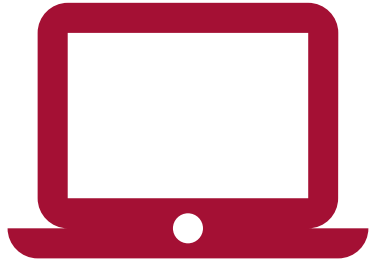
HBS email

Your HBS email address provides alumni access to HBS alumni resources
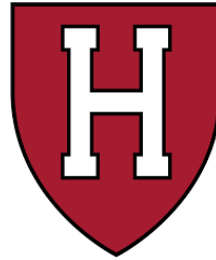
Harvard Key

Your Harvard Key provides alumni access to Harvard University-wide alumni resources

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

New eBaker Resources

- **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.

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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

Baker Library Resources for Alumni

START OVERVIEW

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Case Study

Using Baker for Alumni Research

"

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

"

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Finding Industry Reports

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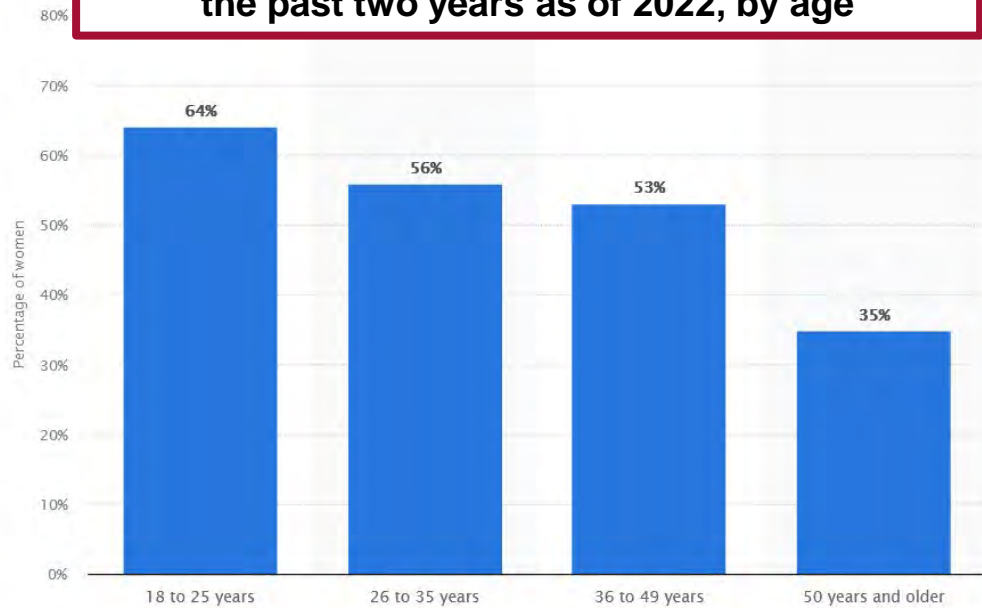
Database: Statista
- Market and consumer data from trusted sources covering 170 industries
- HBS alumni can register for a **free Starter account**
- Helpful for identifying reports, white papers, and data sources

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

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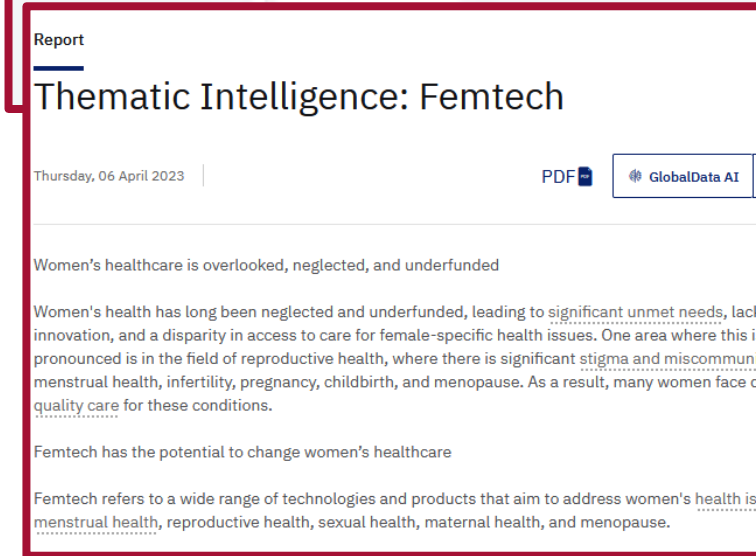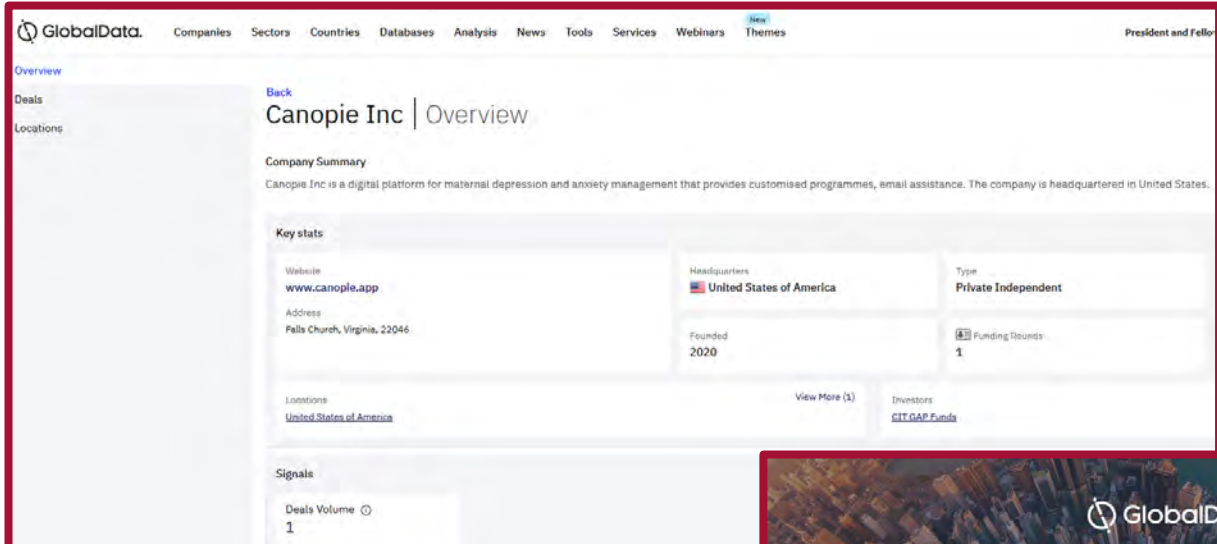
Finding News and Articles

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)*
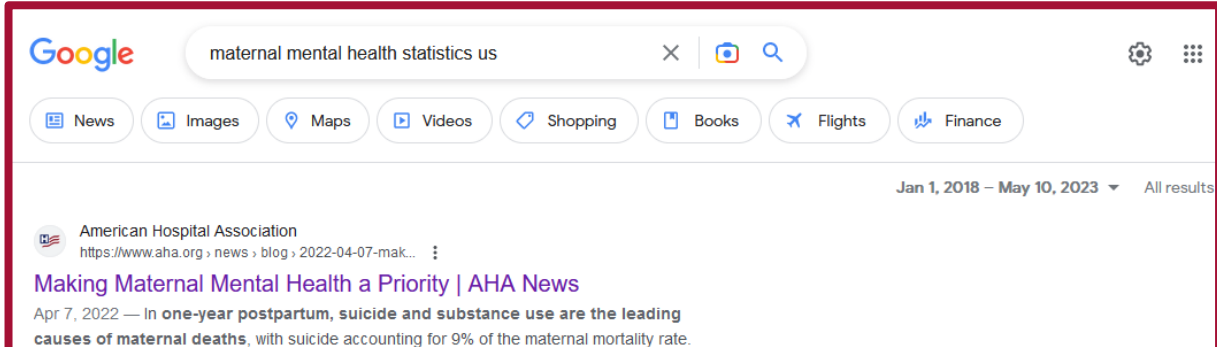
Finding Deals and Industry Activity

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

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.

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Thank you!

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