

Using Baker Library Resources to Document your Business Plan

Industry and Company Information

- [Research Guides](#)
- [OneSource](#)
- [S&P Industry Surveys](#)
- [Special Issues](#) – Trade Journals
- [Factiva](#) - Articles

[Consumer Demographics](#)

- [ABI/Proquest](#) - Articles
- [Global Market Information Database](#) – GMID (Euromonitor)
- Household Spending – REF HC 110 .C6 H68

Market Research

- [Forrester](#) – IT, Technology
- [Frost & Sullivan](#) – IT Technology
- [Gartner Group](#) – IT, Technology
- [Jupiter](#) - Internet
- [Medical and Healthcare Marketplace](#) - Healthcare
- [Intel](#) – Consumer Markets, Luxury Goods

Cost Information

- Financial Studies of the Small Business – REF HG 4028 .B2 F55
- Industry Norms and Key Business Ratios (D&B) - REF HG 4028 .B2 I54
- RMA Annual Statement Studies (Robert Morris) - REF HG 4028 .B2 R6
- Comparative statistics of industrial and office real estate markets – REF HD 1393.5 .C6
- Bureau of Labor Statistics National Compensation Survey – www.bls.gov/ncs/ocs

Business Plan Examples

- Business Plans Handbook – REF HD 62.7 .B865
- Reserve Notebooks

More Questions

- refquest@hbs.edu 617-495-6040
- librarian in the reading room, 1 - 5 pm, Monday – Friday
- schedule a meeting with a librarian

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