

**LEADERSHIP  
RESOURCES  
EFFECTIVE  
RESULTS**

# THE INTELLIGENT SEARCH ENGINE FOR DECISION MAKERS PROVIDES MORE RELEVANT CONTENT IN LESS TIME



**BRIDGE2KNOW** provides more than 10,000 professional contributions currently indexed and searchable within our database. The B2K Global Research Team is continuously reviewing new, interesting sources from different business cultures to inspire, animate and confront you with new ideas. The resources come in many forms including Articles, Pod Casts, Videos, White Papers and more.

## GLOBAL PERSPECTIVES ON TODAY'S MOST PRESSING BUSINESS TOPICS

**BRIDGE2KNOW** links you with renowned organizations like Harvard Business Publishing, Australian Institute of Management, Boston Consulting Group, European Business Forum, Stanford GSB and dozens of others. On a weekly basis we scan hundreds of identified professional forums to bring you the latest global thoughts on a variety of relevant topics to meet your changing requirements.

Leadership & Management	Global Business	Innovation & Growth
Crisis Management	Business Ethics	Financial Management
Conflict Management	Environmental Issues	Venture Capital
Change Management	Economics	Biographies
Human Resources	Compliance	Industry Specific Resources
Recruitment	Coaching	IT Security
Diversity	Communication	Supply Chain Management
Compensation & Benefits	Global Business Etiquette	New Technologies
Organizational Development	Managing In Tough Times	Sales & Marketing
Business Culture	Strategy	Entrepreneurship
Working in Teams	Regional Diversity	Corporate Strategies
Consultants	Strategy & Execution	Knowledge Management
Personal Development	Research & Development	Visionary Leaders
Work Life Balance	Vision	Negotiations
Health & Well Being	Alliances	And many more...

## Product Highlights

- Global resources in multiple languages
- Thousands of resources at your fingertips
- Continually updated by B2K Editorial Staff for relevance
- Multiple formats including articles, pod casts, videos
- Extended reporting abilities
- Guided search functions
- 200 Fifty Lessons Videos

Sample Content

LATEST Selected 50 Lessons



Figuring Out What Consumers Really Want

**Chairman, President & Chief Executive Officer**

William Johnson  
H.J. Heinz Company

325

LATEST Global Articles



LATEST Global Podcasts



LATEST Harvard Business Review



▶ Why some people succeed more than others

▶ Creative thinking beyond the main track

▶ Soft skills can be hard to learn

▶ John Taylor on the Financial Crisis

▶ Welcome to the age of information overload

▶ Global employers benefit programs challenged by tepid recovery

▶ Why Read Peter Drucker?

▶ Make Better Decisions

▶ Mergers That Stick

# ENHANCE YOUR COMPANY PERFORMANCE.

**BRIDGE2KNOW** is ideal for bringing quality validated global resources to managers at all levels within your organization. In addition to searching for information, registered users can sign up for a monthly Newsletter specifically designed to meet their individual needs and or interest based on their profile in the B2K platform.

### Global Articles

Expand your knowledge pool by learning what organisations do around the world from renowned organizations highly regarded in their own fields and geographic locations.

### Global Podcasts

Hear from experts on topics like: Engagement, Leadership, Growth, Handling Information Overload, Creativity, Global Economic Opportunities, Automotive Innovation and many more.

### Fifty Lessons Videos

Included with your B2K subscription is access to 200 Fifty Lessons videos on many of today's most pressing management topics like: Leadership, Change, Customer Service and more.


### Harvard Business Review





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Relevance	★	★★★★★★
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Source	★	★★★★★★

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