

# HARVARD BUSINESS REVIEW REPRINTS & COLLECTIONS

INSPIRE YOUR MANAGERS AND CUSTOMERS WITH GROUNDBREAKING BUSINESS IDEAS FROM THE MOST INFLUENTIAL SOURCE

**HARVARD BUSINESS REVIEW ONPOINT ARTICLES OFFER A FAST, EASY WAY TO INFORM YOUR MANAGERS AND IMPRESS YOUR CUSTOMERS WITH THE BEST IDEAS IN MANAGEMENT PRACTICES**

For over 80 years *Harvard Business Review* has published the best content on management. *Harvard Business Review* reprints can be used in your organization's training programs, as well as collateral for direct mail and PR campaigns, conferences, and trade shows. Customization with your logo combines your company's brand with the power and prestige of new ideas from renowned thought leaders.

## CONTENT

### THE LATEST THINKING ON MANAGEMENT FROM THE PREMIER SOURCE

From leadership to innovation, strategy to communication, *Harvard Business Review* covers an extensive array of business issues affecting corporations today. Organizations using *Harvard Business Review* content in training programs give their employees—and their company—a competitive edge by immersing them in the ideas and practices of the best thinkers publishing in the nation's most substantive and prestigious management magazine.

***OnPoint* reprints are available on a wide range of topics in business management, including:**

- Communication
- Finance & Accounting
- Global Business
- Innovation & Entrepreneurship
- Leadership & Managing People
- Organizational Development
- Sales & Marketing
- Strategy & Execution
- Technology & Operations

***Harvard Business Review* articles present thought-provoking and innovative ideas from leading experts, and provide direction for the next wave of leadership.**

You can order reprints of a single *OnPoint* article or a collection of *OnPoint* articles.

Each *OnPoint* article includes a summary of key ideas for quick study and company examples for real-world application of concepts. An annotated bibliography provides further information for exploring ideas in more depth.

*OnPoint* collections include three to five *OnPoint* articles along with an overview comparing different expert perspectives on a topic.



## HIGHLIGHTS

- > Customized co-branding
- > Use for direct mail and training
- > Competitive differentiator
- > Projects an informed, innovative image
- > Open doors for sales reps
- > Conference/trade show collateral
- > Investor relations piece
- > Single article or multiple collections
- > Single click e-print access
- > Printed copies delivered to your organization
- > Private, searchable site option

## EXPERTS

*Harvard Business Review* publishes the best ideas in business from acknowledged industry leaders, prominent professors, and expert practitioners. *OnPoint* articles and collections feature research and interviews from preeminent thinkers and authors, such as:

- Teresa M. Amabile
- Jeff Bezos
- Jay A. Conger
- Tamara J. Erickson
- Linda A. Hill
- Robert S. Kaplan
- Douglas A. Ready
- Richard M. Rosen
- Rory Stewart
- Dave Ulrich
- Michael D. Watkins
- ...plus many more

## REPRINT OPTIONS

### RESPECTED RESOURCE THAT MAKES A LASTING IMPRESSION

*Harvard Business Review* makes it easy and affordable to deliver *OnPoint* reprints to your constituents.

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**FLEXIBLE CHOICES** Choose from preselected standard collections or create your own collection of articles.

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## TARGET AUDIENCE

*Harvard Business Review OnPoint Reprints and Collections* are ideal for managers at all levels who face a variety of business challenges on a daily basis. *Harvard Business Review* articles show employees that your organization is committed to advancing their skills on issues critical to their professional growth. Keeping your managers current with the latest thinking in management practices will directly affect your organization's success.

Distributing *Harvard Business Review* reprints with your brand and messaging is sure to get you noticed—and remembered. *Harvard Business Review* reprints make impressive collateral pieces for direct mail campaigns, training seminars, trade shows and conferences, investor relations kits, public relations initiatives, and sales materials.

The **Private Site** offering is an excellent choice for corporate libraries and training organizations.

## COMPLEMENTARY OFFERING

Extend the impact of Reprints and Collections with additional leadership development solutions:

- **HARVARD MANAGEMENTOR 10**  
The most practical, engaging desktop resources for developing management skills and applying them on the job.
- **SIMULATIONS**  
Interactive courses deliver world-class content while immersing your managers in realistic business situations that sharpen their critical-thinking and decision-making skills.
- **LEADERSHIP TRANSITIONS**  
Offers a systematic approach for leaders moving into new roles, with detailed guidance and specific action plans to help leaders quickly make a positive impact in their new positions.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.