



# MOVES US FORWARD

**HARVARD  
BUSINESS  
PUBLISHING  
MOVES  
PEOPLE  
FORWARD**

MISSION MOVES US FORWARD

At Harvard Business Publishing, our mission is to improve the practice of management in a changing world. We do this by bringing together experts from across the academic and business management spectrum—people of ideas, spirit, and vision. In print and online, we help lead, inform, and inspire professionals, corporations, educators, and students around the world through the content we provide. In a constantly evolving global marketplace, we invite the dialogue that advances management through the creation of a multifaceted range of materials. Our work makes an impact every day, in the form of the books, articles, and case studies we publish; the learning programs and digital tools we offer; and the video content we deliver.

We invite thought, investigate ideas, and are stimulated by discovery, dialogue, perspective, learning, and partnership.

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DISCOVERY MOVES US FORWARD

## GREAT IDEAS MOVE US—AND MAKE AN IMPACT WORLDWIDE

For our customers, valuable discoveries are a regular reward. We relentlessly pursue new approaches and fresh insights that lead to improvements in how we work, compete, and succeed.

Our authors pioneer many of the ideas that serve as the groundwork of modern management. Through *Harvard Business Review* articles and books published by Harvard Business Review Press, we've introduced the five forces of competitive strategy, the balanced scorecard, disruptive innovation, and blue ocean strategy, as well as breakout concepts such as tours of duty, competing on analytics, and playing to win. Professors from Harvard Business School turn research into case studies that educate future business leaders. Our series books—accessible to millions of people worldwide—offer practical tips and useful tools on essential topics like leadership, change, negotiations, managing teams, and work-life balance that our customers put to work every day. Energetic and consumed with the mission, our staff never stop seeking out new ways to motivate, explain, and disrupt conventional thinking.

Our strength and purpose derive from ideas and working together to create new opportunities for our customers.



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# DISCOVERY MOVES US FORWARD

DIALOGUE MOVES US FORWARD

## VIBRANT DIALOGUE BETWEEN COLLEAGUES DRIVES BREAKTHROUGH THINKING

When colleagues in pursuit of powerful ideas come together, the effect is transformative—for them and for business. We are a company of thinkers, with authors and employees who are steeped in the business of management and purposeful in their mission.

Our content encourages informed dialogue in many settings and formats. Online at Harvard Business Publishing for Educators, faculty from institutions around the world share case discussions in the classroom and recommend course materials. In the magazine and on HBR.org, topics like “It’s Time to Split HR,” “Reinventing Performance Management,” and “Your Late-Night Emails Are Hurting Your Team” spark energetic debates among experts and practitioners on social media and in media outlets. Through our *Leadership Direct* and *New Leader* programs, cohorts of leaders and managers come together to share learning experiences, insights, and best practices that drive results for their organizations.

At Harvard Business Publishing, we believe dialogue is a powerful lever for shaping the agenda for business. The conversations between us advance and inspire all our work.



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# DIALOGUE MOVES US FORWARD

PERSPECTIVE MOVES US FORWARD

## OUR PRESENCE IS GLOBAL— OUR VOICE, LOCAL

Business is global. Harvard Business Publishing speaks directly to managers and leaders around the world, with content that is relevant and ideas that are drawn from the best management thinkers and practitioners. Having a presence on the ground worldwide helps us influence and engage new business, as it deepens existing customer relationships. Our teams cover the world to uncover the most thought-provoking ideas and real-world examples, drawing expertise from everyone from scholars and executives to entrepreneurs and innovators in the field of business and beyond.

We advance the global agenda at events, in our content, and in our offices. At our subsidiary Harvard Business Publishing India, we have an on-the-ground presence that is actively playing a part in one of the most dynamic and innovative economies in the world. Our publications drive cross-cultural conversations through over 10 global licensed editions of *Harvard Business Review* that explore the evolution of business worldwide. Our editors draw regularly from IMD in Switzerland, CEIBS in China, Harvard Business School in the United States, and other top institutions worldwide. We bring you the voices of celebrated CEOs such as A.G. Lafley of Procter & Gamble, leading academics such as HBS Professor Linda Hill, and emerging experts in their fields such as R. “Ray” Wang, author of *Disrupting Digital Business*. And we deliver those voices across multiple formats and in multiple languages—from articles and books to graphics, podcasts, videos, and other tools that make business change happen.



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# PERSPECTIVE MOVE FORWARD

LEARNING MOVES US FORWARD

## LIKE OUR CUSTOMERS, WE NEVER STOP LEARNING

We are a culture of learning; advancing and exchanging ideas inform our work and inspire our efforts. Here, countless opportunities surround employees to build knowledge over the course of their careers, and in many different settings—whether through formal training or through the wealth of talented colleagues you'll meet. Harvard Business Publishing content is easily available for you to explore and put to work. You may jump-start your thinking with the Management Tip of the Day, deliver a proven framework with step-by-step support through our toolkits, or broaden your vision by taking advantage of one of the powerful articles published daily on HBR.org.

Our content is also a learning source for those who instruct others. Our case method teaching resources help educators improve their discussion leadership skills, while our train-the-trainer programs for leadership development professionals boost in-house delivery skills.

You would expect that learning is in our DNA. It's also true of the communities we serve.



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IMPACT MOVES US FORWARD

**WE SPEAK THE LANGUAGE OF RESULTS**

We create content that produces results for our customers—and we base our work around achieving that objective. They are results that not only affect the bottom line, but also the people, products, and strategies that upend the competition and create opportunity.

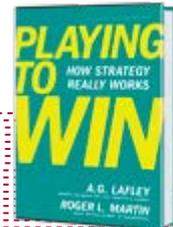
At Harvard Business Publishing, we judge the success of the ideas we publish by the enduring impact they have—on our customers and the world at large. How do we define impact? It's when a provocative *Harvard Business Review* article launches a debate about the effectiveness of performance reviews. When a CEO, on a flight to Taipei, finishes the book *Playing to Win* and jots notes he can use for his team later on. When a business case study about Google provokes a spirited classroom discussion that continues after the class ends.

No matter how you define success—increased market share, top-line growth, a new assignment—powerful minds and collaborative spirits find their success here.



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PARTNERSHIP MOVES US FORWARD

**TOGETHER WE'RE BETTER—DRIVING GROWTH AND CREATING IDEAS**

Collaboration and partnership are at the heart of everything we do—from how teams develop content to how we work with authors, corporations, and schools to how we create custom learning solutions.

We are a culture of collaboration and creativity, sharing new ideas, offering new solutions to challenges, bringing our own experiences to work ever-better, ever-smarter for our customers. Whether it's over a work space conversation that becomes a brainstorming session or on a video chat with a colleague across the world, our collaborative culture motivates us—and challenges us to do our best work.

The interplay we have with our partners is equally vital—and wide-ranging. Our partners could include a Fortune 500® company that turns to us to align *Harvard ManageMentor*® with its global management competencies, an acclaimed author who works with us to extend the reach of her leadership development framework from an article to a book to an online learning program, or a professor who attends our case method teaching seminar and then becomes an advocate for the approach at his school.

In fact, our partners are often our greatest evangelists and innovators. They use and recommend our content, help us refine and expand our offerings to better meet their needs, and, through that process, build lasting relationships that grow richer and more meaningful over time.



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## CORPORATE LEARNING

Award-winning virtual and blended leadership development solutions that enable real business results.

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- > *New Leader Program*
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