

# Finding and Reading Articles from the Harvard Business Review

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(i.e. why we need this tutorial)

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Sample article to find:

Edelman, D. C. (2010). Branding in The Digital Age.  
*Harvard Business Review*, 88(12), 62-69.

List of top 500 HBR articles from 2013:

[http://www.ala.org/rusa/sites/ala.org.rusa/files/content/sections/brass/Harvardbusinessreview/HBR\\_EBSCO\\_500\\_List\\_2013.pdf](http://www.ala.org/rusa/sites/ala.org.rusa/files/content/sections/brass/Harvardbusinessreview/HBR_EBSCO_500_List_2013.pdf)

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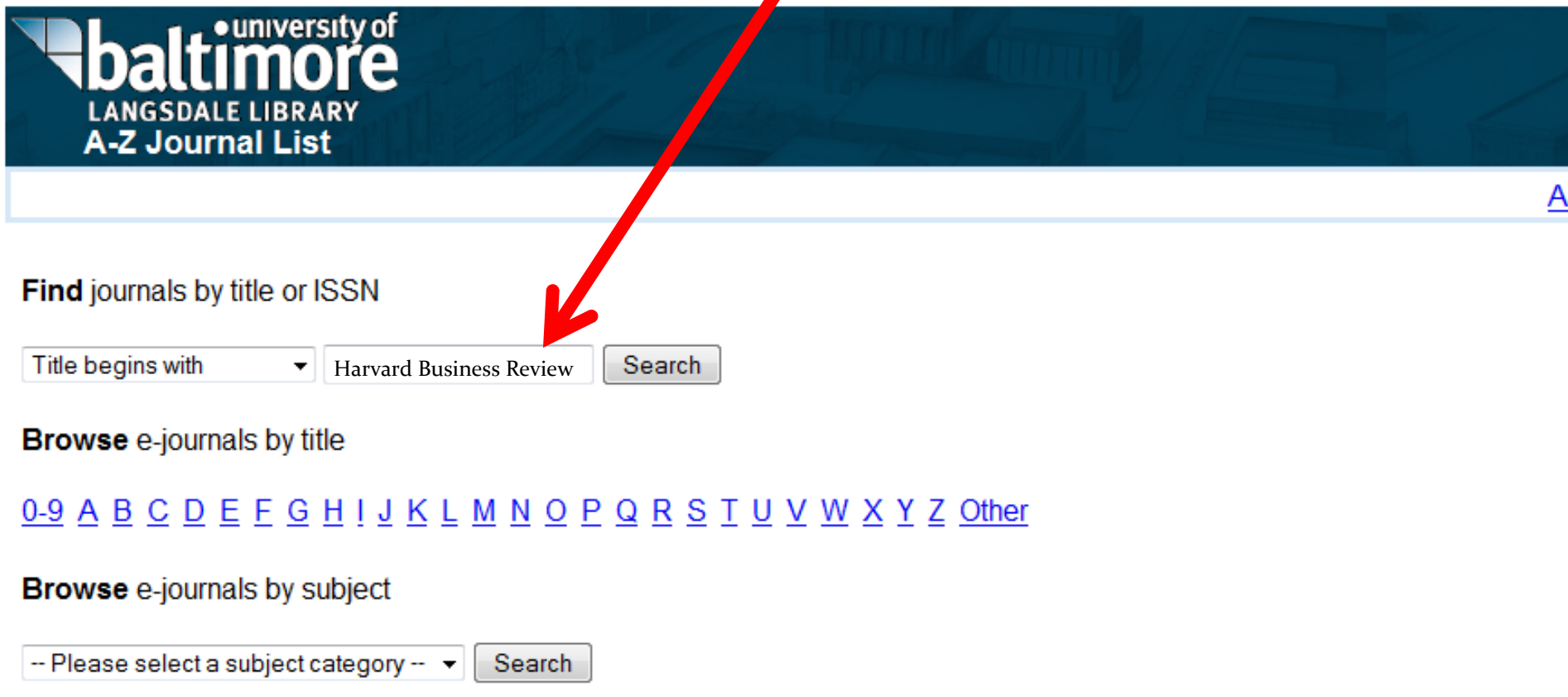
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# Search for “Title begins with”: Harvard Business Review



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Title begins with

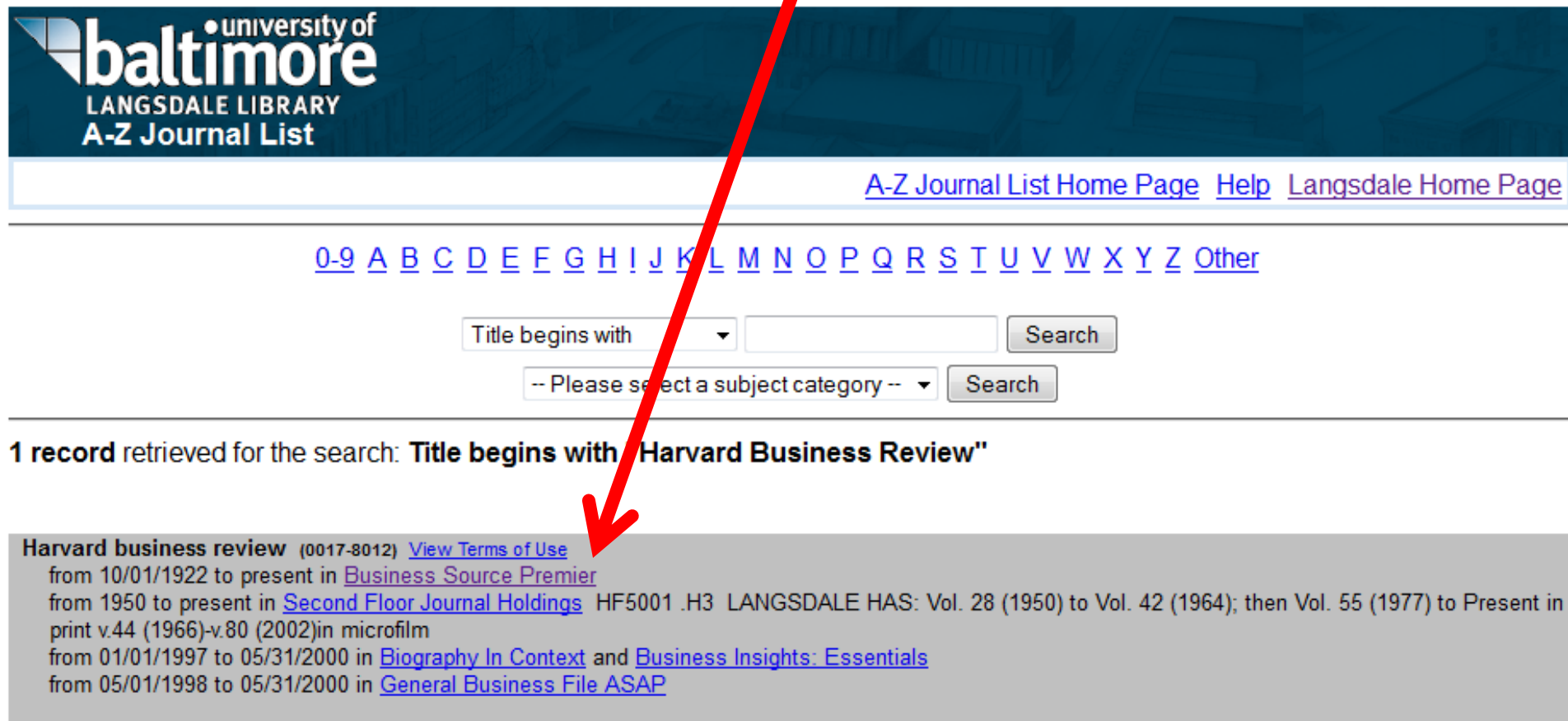
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We have the HBR in Print. We also have it online through a database called Business Source Premier. Click on the link to Business Source Premier.



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from 05/01/1998 to 05/31/2000 in [General Business File ASAP](#)

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# This is the page for the HBR in Business Source Premier. There are two ways to find articles from here.



Database: Business Source Premier -- Publications

1. Search for articles within this publication

2. Browse publication by date

## Publications

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## Publication Details For *"Harvard Business Review"*

**Title:** Harvard Business Review

**ISSN:** 0017-8012

**Publisher Information:** Harvard Business School Publication Corp.  
60 Harvard Way  
Boston MA 02163  
United States of America

**Bibliographic Records:** 10/01/1922 to present

**Full Text:** [10/01/1922 to present](#)

**Publication Type:** Periodical

**Subjects:** Management; Strategic Planning

**Description:** Written for upper level management. Presents analysis of management problems and helpful commentary on advanced thinking and practice in all fields of management and administration.

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+ 2005

+ 2004

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+ 2006

+ 2005

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- 1 JN "Harvard Business Review" will be automatically put in the top search box, limiting your results to articles in the HBR.
- 2 Enter the article title in the second search box.
- 3 Optional: add the last name of the author to the third search box

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2 AND ▾ Branding in the Digital Age Select a Field (optional) ▾

3 AND ▾ Select a Field (optional) ▾ + -

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### Search Modes and Expanders

#### Search modes ?

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- Find all my search terms
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#### Apply related words

#### Also search within the full text of the articles

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AND ▾	Branding in the Digital Age	Select a Field (optional) ▾		
AND ▾		Select a Field (optional) ▾	+	-

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## Refine Results

### Current Search

#### Boolean/Phrase:

JN "Harvard Business Review" AND Branding in the Digita...

### Limit To

- Full Text
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## Search Results: 1 - 1 of 1

Relevance ▾ Page Options ▾ Share ▾

### 1. Branding in The Digital Age.



Periodical

By: Edelman, David C. *Harvard Business Review*. Dec2010, Vol. 88 Issue 12, p62-69. 8p. 2 Color Photographs, 2 Diagrams.

**Subjects:** BRANDING (Marketing); CONSUMER behavior; DECISION making; WORD-of-mouth advertising; MARKETING channels; CONSUMER expertise; COMPETITIVE advantage; INTERNET strategy; SALES promotion; HALO effect (Brand choice); CUSTOMER satisfaction; SOCIAL media

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For articles on the Top 500 list, you will see a yellow box explaining the restrictions prohibiting printing or saving. If you don't see the yellow box, you should be able to print or save the article.

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The screenshot displays a library search interface. At the top left is the 'ub Langsdale Library' logo. The search bar contains 'JN "Harvard Business Review"' and 'Branding in the Digital Age'. A yellow warning box is present, stating: 'The publisher offers limited access to this article. The full text cannot be printed or saved.' Below this, the article title 'Branding in The Digital Age.' is shown. The author is 'Edelman, David C.' and the source is 'Harvard Business Review, Dec2010, Vol. 88 Issue 12, p62-69. 8p. 2 Color Photographs, 2 Diagrams.' The document type is 'Article'. Subject terms include 'BRANDING (Marketing)', 'CONSUMER behavior', 'DECISION making', 'WORD-of-mouth advertising', 'MARKETING channels', 'CONSUMER expertise', 'COMPETITIVE advantage', and 'INTERNET strategy'. On the left sidebar, there is a 'Detailed Record' link and a 'PDF Full Text (1.4MB)' link. On the right sidebar, there are various tools like 'Add to folder', 'Print', 'E-mail', 'Save', 'Cite', 'Export', 'Create Note', 'Permalink', and 'Share'. A red arrow points from the top text to the yellow warning box, and another red arrow points from the top text to the 'PDF Full Text' link.

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JN "Harvard Business Review" Select a Field (optional) Search Clear ?

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Result List | Refine Search | 1 of 1

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**Branding in The Digital Age.**

Authors: [Edelman, David C.](#)<sup>1</sup>

Source: [Harvard Business Review](#).  
Dec2010, Vol. 88 Issue 12,  
p62-69. 8p. 2 Color Photographs,  
2 Diagrams.

Document Type: Article

Subject Terms: \*[BRANDING \(Marketing\)](#)  
\*[CONSUMER behavior](#)  
\*[DECISION making](#)  
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Branding in The Digital Age.

SPOTLIGHT ON SOCIAL MEDIA AND THE NEW RULES OF BRANDING

Spotlight

ARTWORK Alex MacLean, *Untitled*, 2010  
photograph, Atlantic City, New Jersey

# Branding in The Digital Age

## You're Spending Your Money In All the Wrong Places

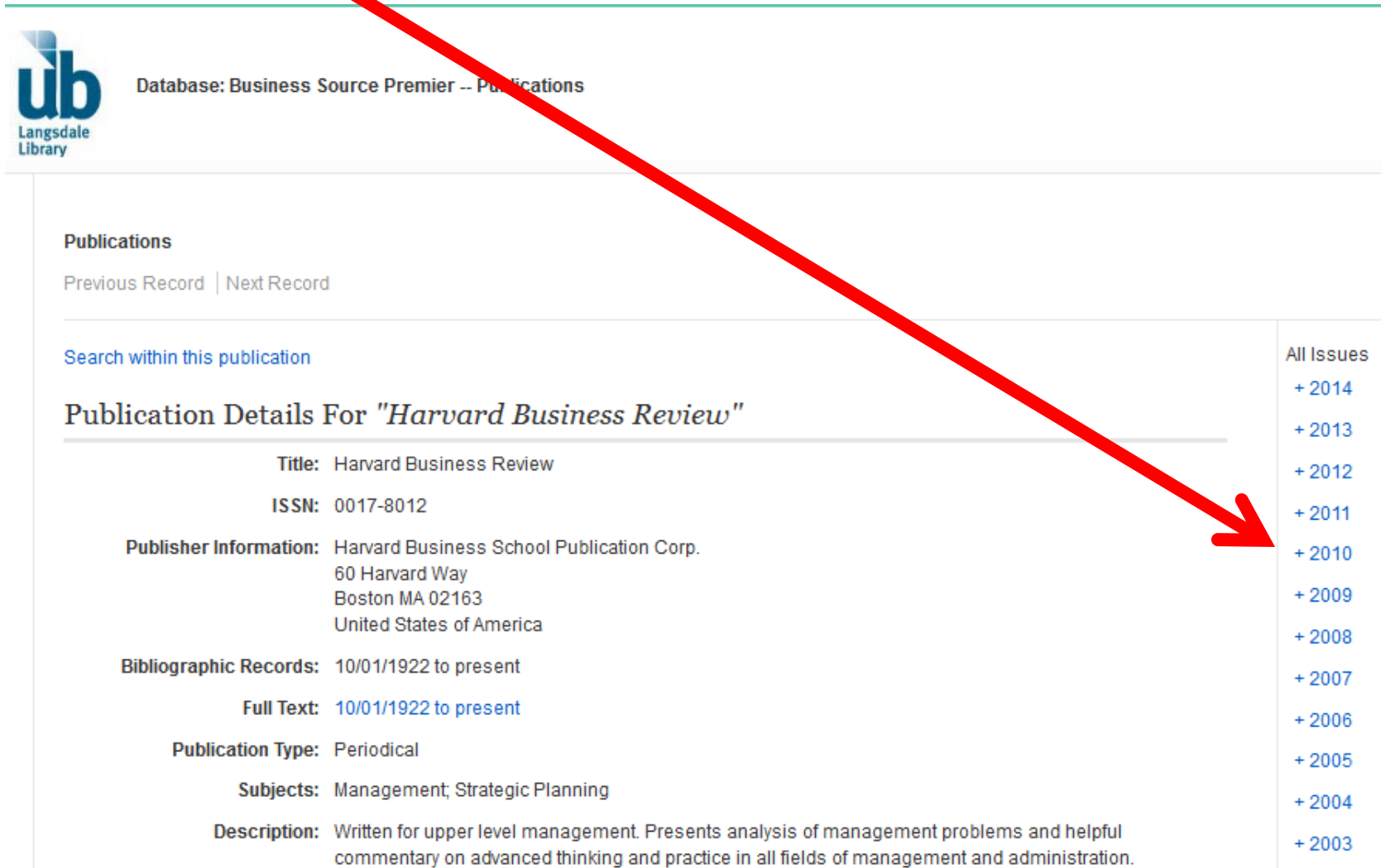
by David C. Edelman



# Option 2: Browse

If you know the year and volume of publication, you can browse by year...

Edelman, D. C. (2010). Branding in The Digital Age. *Harvard Business Review*, 88(12), 62-69



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**Publication Details For "Harvard Business Review"**

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All Issues

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- + 2003

# ... issue number ...

Edelman, D. C. (2010). Branding in The Digital Age. *Harvard Business Review*, 88(12), 62-69

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<b>Publication Type:</b>	Periodical
<b>Subjects:</b>	Management; Strategic Planning
<b>Description:</b>	Written for upper level management. Presents analysis of management problems and helpful commentary on advanced thinking and practice in all fields of management and administration.
<b>Publisher URL:</b>	<a href="http://www.hbr.org">http://www.hbr.org</a>
<b>Frequency:</b>	12
<b>Peer Reviewed:</b>	No

All Issues  
+ 2014  
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-- 2010  
Vol. 88 Issue 12 - Dec2010  
Vol. 88 Issue 11 - Nov2010  
Vol. 88 Issue 10 - Oct2010  
Vol. 88 Issue 9 - Sep2010  
Vol. 88 Issue 7/8 - Jul/Aug2010  
Vol. 88 Issue 6 - Jun2010  
Vol. 88 Issue 5 - May2010  
Vol. 88 Issue 4 - Apr2010  
Vol. 88 Issue 3 - Mar2010  
Vol. 88 Issue 1/2 - Jan/Feb2010  
+ 2009

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# ... and page number.

Edelman, D. C. (2010). Branding in The Digital Age. *Harvard Business Review*, 88(12), 62-69



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## 18. The Case for Professional Boards.



Periodical

By: Pozen, Robert C. *Harvard Business Review*. Dec2010, Vol. 88 Issue 12, p50-58. 9p. 5 Illustrations.

**Subjects:** BOARDS of directors; CORPORATE governance; FINANCIAL services industry; BANK failures; GLOBAL Financial Crisis, 2008-2009; REFORMS; COMPLIANCE; BUSINESS failures; INTERNAL auditing; CORPORATE veil; EXECUTIVE ability (Management); UNITED States; UNITED States. Sarbanes-Oxley Act of 2002; LAW & legislation; PREVENTION

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## 19. Branding in The Digital Age.



Periodical

By: Edelman, David C. *Harvard Business Review*. Dec2010, Vol. 88 Issue 12, p62-69. 8p. 2 Color Photographs, 2 Diagrams.

**Subjects:** BRANDING (Marketing); CONSUMER behavior; DECISION making; WORD-of-mouth advertising; MARKETING channels; CONSUMER expertise; COMPETITIVE advantage; INTERNET strategy; SALES promotion; HALO effect (Brand choice); CUSTOMER satisfaction; SOCIAL media

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