HBR Ascend from Harvard Business Review HBR Ascend ignites career growth:

HBR Ascend is a new mobile-first database from Harvard Business Review that helps college students bridge the gap between graduation and their first job. Designed to build soft-skills, HBR Ascend features articles, videos, podcasts, sketch stories and infographics to give students real-world advice from industry experts.

Topics of Guidance are divided into five main categories:

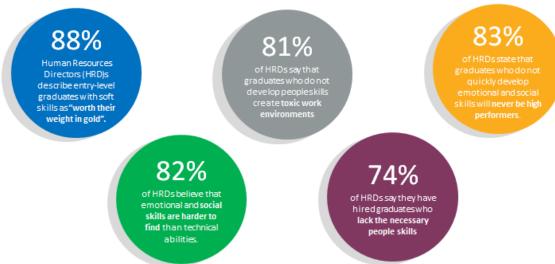
- 1. Jobs and Careers
- 3. Working Smarter
- 2. Personal Growth
- 4. Managing & Leading
- 5. Being Happy at Work

Content strength:

- Includes expert input from industry leaders and Harvard Business Review writers and editors
- Provides trusted, real-world perspectives on success in the workplace
- Delivers easily digestible modular content designed to appeal to young professionals
- Features personalization of content which can be stored on a dashboard to track progress
- ❖ Includes easy HBR account authentication for access anywhere after initial EBSCO*host* sign in

Why HBR Ascend is necessary for career aspirants?

Hay Group Research on HR Directors



- Preparing students and young professionals for finding their first job and getting success in the workplace in the early years of their career
- Bridging the gap between academic knowledge and on-the-job soft skills
- Delivering easily digestible multi-media content designed for the young generation.
- New and existing content from Harvard Business Review contextualized to students and young professionals' needs
- Providing a trusted perspective on success at the workplace

Trusted, Researched
Perspective

Relevant for Young Professionals

Simple and Practical for Application

HBR Ascend is a curated content that offers most useful information to career aspirants. Career aspirants could access the content 24/7. HBR Ascend helps career aspirants to constantly upskill and stay abreast with new management ideas and well-tested advice.

Mentioned below are sample list of articles covered by HBR Ascend that are highly useful;

3 Answers Hiring Managers Are Looking to Find Out When They Interview You

This Most Sought-After Skill Is Critical to Your Success

How to Create a Winning Internship Strategy

Hey, invest in your career growth

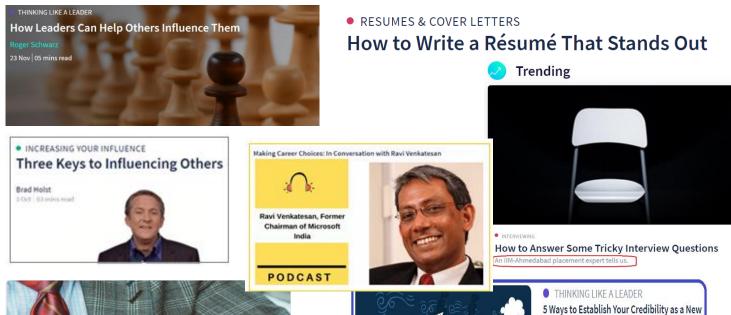
The Four Phases of Project Management

How to Move from Self-Awareness to Self-Improvement

How to Respond to "So, Tell Me About Yourself" in a Job Interview

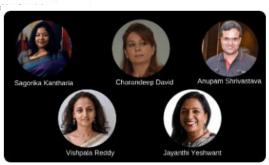
It's Not a Job Search, It's a Permanent Campaign. This article highlights on Personal branding which is an ongoing process regardless of employment status. When it comes to job search, here's what you can learn from politicians.

Some samples of highly beneficial content coverage by HBR Ascend





When you don't want your employer to know you're loo



INTERVIEWING How to Answer, "Why Should We Hire You?" in a Job Interview

Manager

19 Nov 01 min read

18 Oct 03 mins read