

# 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

5. Being Happy at Work

2. Personal Growth

4. Managing & Leading

## 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 EBSCOhost 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 on-going 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**



● RESUMES & COVER LETTERS

## How to Write a Résumé That Stands Out

Trending



● INTERVIEWING

## How to Answer Some Tricky Interview Questions

An IIM-Ahmedabad placement expert tells us.



● LOOKING FOR A JOB

## How to Subtly Increase Your LinkedIn Visibility

When you don't want your employer to know you're looking for a job.



19 Nov | 01 min read

● INTERVIEWING

## How to Answer, “Why Should We Hire You?” in a Job Interview

18 Oct | 03 mins read

