

# Executive Briefing

## Management thinking for global executives

Executive Briefing is the definitive source of management thinking and advice for global executives. It brings together in one place the best management analysis from the Economist Intelligence Unit, Harvard Business School Publishing (HBSP), and other leading providers of management literature. It is an essential source of information enabling senior executives to keep track of the latest intelligence to ensure they are implementing successful management strategies.

Although many business publishers, academic institutions and consultancies produce reports and articles on management thinking, no one has brought the best content together in one place until now. Harvard is the acknowledged leader in management thinking in the academic arena, notably through the *Harvard Business Review*; the Economist Intelligence Unit and its family of publications are leading providers in the corporate sphere. Together, we present a compelling mix of management theory, best practice, and day-to-day advice.

### Navigation

Executive Briefing is designed to ensure intuitive navigation and easy access to cutting-edge management analysis. The site will be organised around six basic categories:

- Global business
- Strategy and competition
- Sales and marketing
- Finance and performance
- Technology and operations
- Leadership.

Our home page will feature the latest must-read article from each of these categories. There is also a section for book reviews and for comment and analysis direct from the business schools and consultancies. A section for “critical themes” will offer an in-depth look at specific topics through a short introductory overview, an objective look at new ideas and by examining the practical application of ideas in innovative organisations all over the world.

Each of the six main story categories also has a dedicated home page, providing further space to feature the most interesting articles. To ensure ease of navigation, the categories are further sub-divided at this level, making a total of 24 topic areas. These cover subjects such as strategy development, customer management, branding, performance measurement, technology strategy, supply chains, corporate governance and leadership style.

### Sources

Every week, Executive Briefing delivers ideas powerful enough to change not only what people think, but also what they do. The service offers a comprehensive collection of the Economist Intelligence Unit’s thought leadership literature, management articles from The Economist Group’s various publications, and essential insights and best practices from Harvard Business School Publishing. A section for guest briefings features management information from further leading sources. Specifically, Executive Briefing will include:

- Economist Intelligence Unit white papers, surveys and research reports on management topics;
- Company profiles, corporate strategy articles and regional trends from the Economist Intelligence Unit’s newsletter division;
- Articles specially written by the Economist Intelligence Unit’s global network of contributors;
- Timely, topical surveys and management profiles from *The Economist* newspaper;
- Trend-setting articles from the *Harvard Business Review* on strategy, leadership, change management, marketing, business operations, personal career management, and related topics;
- Articles from HBSP’s newsletters, including *Harvard Management Update*; *Strategy and Innovation*; *Negotiation*; the *Balanced Scorecard Report*; and *Supply Chain Management*.
- Extracts from HBSP’s leading management books;
- Specially written articles by HBSP editors, including the “Monday morning” briefings currently distributed to the business sections of leading newspapers;
- Interviews, company profiles, marketing developments and provocative columns from the “Business Life” section of the *Financial Times*;
- Corporate trends and practical information with a financial perspective from *CFO* magazine
- Journal articles from leading management schools, such as *Sloan Management Review* and *California Management Review*; and
- Select management thinking from top universities, consultancies and professional service firms.

### A discerning editorial agenda

A high-level advisory board helps shape the development of the Executive Briefing site and its content. Board members are corporate leaders from a cross-section of industries. Their advice ensures that our editorial team addresses the issues that genuinely concern global executives.

### Your Executive Briefing subscription will help you:

- Gain insight into new management ideas
- Familiarise yourself with best practices
- Learn ways to improve your company performance
- Generate new skills

- Manage your own career development
- Prepare for technological change that will affect your business
- Save time with simple navigation and comprehensive content
- Avoid clutter with concise, timely alerts tailored to your needs

### How to subscribe

For more information or to apply for a free trial, go to [www.viewswire.com/executivebriefing](http://www.viewswire.com/executivebriefing) or call your nearest Economist Intelligence Unit office. For a complete listing of all our office locations and representatives, please visit [www.eiu.com/service](http://www.eiu.com/service).

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