

Harvard Business Review® Archive

FILE DESCRIPTION

The **Harvard Business Review® Archive** database, File 122, contains the complete text of the Harvard Business Review® from 1976 to July, 2007. Although File 122 does not receive updates, the Harvard Business Review® continues to update in Dialog NewsRoom files 989-992 from July, 2007 to present. File 122 also contains citations and abstracts to Harvard Business Review® articles from 1971 to 1975, plus 700 classic earlier articles. The Harvard Business Review® covers the complete range of strategic management subjects of interest to managers and researchers, including accounting, automation, business ethics, industry analysis, strategic planning, and trade.

SUBJECT COVERAGE

The **Harvard Business Review® Archive** database covers the complete range of strategic management subjects. Representative coverage includes:

- Accounting
- Advertising
- Business Ethics
- Computers
- Consultants
- Decision Making
- Executive Development
- Finance
- Health Care
- Industry Analysis
- Information Systems
- International Trade
- Marketing
- Organizational Behavior
- Personnel Relations
- Production and Services
- Sales Management
- Strategic Planning
- Supervision
- Time Management

TIPS

USE /TI,DE

to get highly precise retrieval of HBR records on particular subjects.

USE AU=

to find articles written by specific authors.
SELECT AU=MCKENNA, REGIS?

USE /NM OR NM=

to find articles written about certain individuals.
SELECT NM=MURDOCH, RUPERT

DIALOG FILE DATA

Inclusive Dates:

1971 to July 2007, plus selected earlier articles
(Complete text from 1976 to July 2007)

Update Frequency: Closed : Updates in NewsRoom

File Size: 4554 records as of January 2006

CONTACT

Harvard Business Review® Archive is published by Harvard Business School Publishing. Questions concerning file content should be directed to:
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SAMPLE RECORD

DIALOG(R)File 122:HARVARD BUSINESS REVIEW Archive
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AN 130475 CONTROL NUMBER: 954070 (THIS IS THE FULLTEXT)

/TI Real-Time Marketing

CS= McKenna, Regis - Regis McKenna, Inc.

JN=,PD=,PY= Harvard Business Review Jul/Aug 1995, p 87

DT=,SN=,LA= DOCUMENT TYPE: HBR Article ISSN: 0017-8012 LANGUAGE: English

RT= RECORD TYPE: Abstract Fulltext

WD= WORD COUNT: 5549

/AB,/XT ABSTRACT: It's no secret that managing a brand in today's chaotic marketplace is a daunting task. Consumers are bombarded with messages from broadcast and narrow-cast television, radio, on-line computer networks, the Internet, faxes, telemarketing, and niche magazines. But by harnessing emerging technologies, companies can start real-time dialogues with their customers and provide interactive services with valuable side effects.

Netherlands-based Philips NV, for example, used a research TEXT:

/TX,/XT

/LP It's no secret that managing a brand in today's chaotic marketplace is a daunting task. Long-established brands such as IBM and Apple battle for customers against makers of computer clones with uncertain pedigrees. Even hallowed name brands like Tide and Budweiser are not immune from upstart competitors. In fact, in the 1990s, "other" has become the fastest-growing category in the market-share figures of many product groups.

/TX At the same time, consumers have more information about products and more products to choose from than ever before. They have more ways to shop:

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department. One thing is certain: Marketing will change, and managers must be prepared to change with it.

/DE SUBJECTS: *Customer relations; *Loyalty; *Marketing strategies

/CO COMPANY/ORGANIZATION NAMES: IBM; Apple; Philips (Netherlands);

Digital; Levi Strauss; Kellogg; Federal Express; National

Semiconductor; America Online; Sony; Intel; Reebok; Compaq;

AT&T; Sun Microsystems; Silicon Graphics; Andersen Consulting;

EDS; Wal-Mart; FDA

/DE,/EN,EN= EVENT NAMES/CORPORATE FUNCTION: Marketing management

/CR CITED REFERENCES: Do You Want to Keep Your Customers Forever?, Pine, B. Joseph II, Peppers, Don, Rogers, Martha, HBR, 1995/Mar

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S UPSTART(W)COMPETIT?
/AB	AB	Abstract	Word	S MANAGING(2N)BRAND?/AB
/CO	CO	Company Name ¹	Word	S FEDERAL(W)EXPRESS/CO
/CP	CP	Caption	Word	S CASH/CP
/CR	CR	Cited Reference	Word	S CUSTOMERS(1W)FOREVER/CR
/DE	DE	Descriptor ²	Word & Phrase	S CUSTOMER(W)RELATIONS/DE S MARKETING STRATEGIES/DE
/EN	EN	Event Name ¹	Word	S MARKETING(W)MANAGEMENT/EN
/FE	FE	Feature Name	Word	S MANAGER(1W)TOOL(W)KIT/FE
/GN	GN	Geographic Name ¹	Word	S SWITZERLAND/GE
/LP	LP	Lead Paragraph	Word	S MARKET(W)SHARE/LP
/NM	NM	Named Person ¹	Word	S SWANSON(1N)HENRY/NM
/TI	TI	Title	Word	S REAL(W)TIME(W)MARKETING/TI
/TX	TX	Text ³	Word	S NAME(W)BRAND/TX
/XF	—	All Basic Index Fields Except Full Text	Word	S MANAGING(2N)BRAND/XF

¹ Searchable in the Basic Index and in the Additional Indexes.

³ For records from 1976 forward.

² Also /DE*, /DF, /DF*.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
AA=	AA	Control Number	Word & Phrase	S AA=954070
—	AN	DIALOG Accession Number	Phrase	
AU=	AU	Author	Phrase	S AU=MCKENNA, REGIS
BN=	BN	International Standard Book Number (ISBN)	Phrase	S BN=0-86735-016-4
CO=	CO	Company Name ¹	Phrase	S CO=PHILIPS (NETHERLAND)
CS=	CS	Author Affiliation	Phrase	S CS=REGIS MCKENNA, INC.
DT=	DT	Document Type	Phrase	S DT=MANAGER'S TOOL KIT
EN=	EN	Event Name ¹	Phrase	S EN=MARKETING MANAGEMENT
FE=	FE	Feature Name	Phrase	S FE=HBR INTERVIEWS
GN=	GN	Geographic Name ¹	Phrase	S GN=SWITZERLAND
JN=	JN	Journal Name	Phrase	S JN=HARVARD BUSINESS REVIEW
LA=	LA	Language	Phrase	S LA=ENGLISH
NM=	NM	Named Person ¹	Phrase	S NM=MURDOCH, RUPERT
PD=	PD	Publication Date ⁵	Phrase	S PD=19950700
PY=	PY	Publication Year	Phrase	S PY=1995
RT=	RT	Record Type	Phrase	S RT=FULLTEXT
SN=	SN	International Standard Serial Number (ISSN)	Phrase	S SN=0017-8012
—	SO	Source Information ⁴		
UD=	—	Update	Phrase	S UD=9999
WD=	WD	Word Count	Phrase	S WD>2000

⁴ Includes Journal Name, Publication Date, and Page.

⁵ HBR is a bi-monthly publication. Each article is indexed to two months (e.g., 950700 and 950800).

SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP DUP, HELP CURRENT online.

LIMIT	/ENG -- English-Language Articles /FULLTEXT -- Full-text Articles /LONG -- Word Count of 1,000 words or more /MAJ -- Major Descriptor /SHORT -- Word Count of less than 1,000 words /YYYY -- Publication Year	S S7/TEXT S S7/FULLTEXT S S3/LONG S S2/MAJ S S2/SHORT S S10/1991
SORT	AU, JN, PD, PY, TI	SORT S13/ALL/AU, TI PRINT S5/5/1-24/PY, D
RANK	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked. Other RANK codes include: DE	RANK AU S3
RD, ID	Remove duplicates (RD) or identify duplicates (ID,IDO).	RD S5
CURRENT	Search only the most recent year plus one (CURRENT1) to five (CURRENT5) years.	B 122 CURRENT2

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Full Record except Text and Abstract
3	Medium	Bibliographic Citation and Word Count
4	--	Bibliographic Citation and Abstract
5	--	Full Record except Text
6	Free	Title, Publication Date, and Word Count
7	Long	Bibliographic Citation and Text
8	Short	Title, Publication Date, Word Count, and Indexing
9	Full	Full Record
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

USER DEFINED FORMATS	User-defined formats may be specified using the display codes indicated in the Search Options tables.	TYPE S3/TI, PY/ALL
TAG	TAG may be used for tagged fields.	TYPE S2/3/1-5 TAG
DIRECT RECORD ACCESS	DIALOG Accession Number	TYPE 127135/5 DISPLAY 116155/3 PRINT 110085/9

FOR ONLINE HELP:

See HELP FIELDS 122 for searchable fields; HELP FORMAT 122 for output formats; HELP LIMIT 122 for limits; HELP RATES 122 for cost information; HELP SORT 122 for sorts.