

BIBLIOTECA P. DIONISIO QUIROZ TEQUÉN

RbDigital - Harvard Business Review - Guía de usuario

Harvard Business Review (HBR) es una de las revistas más influyentes en el mundo sobre, entre otros, temas relacionados con el management, la dirección de empresas, la innovación y la globalización. Pensada para servir de puente entre el mundo académico y el empresarial, HBR reúne en sus páginas a reconocidos pensadores así como responsables empresariales.

- 1 Dentro del Campus de Biblioteca ingresar a “**Revistas Digitales**” y dentro de ella clic en “**Acceso a Revistas Digitales**”.

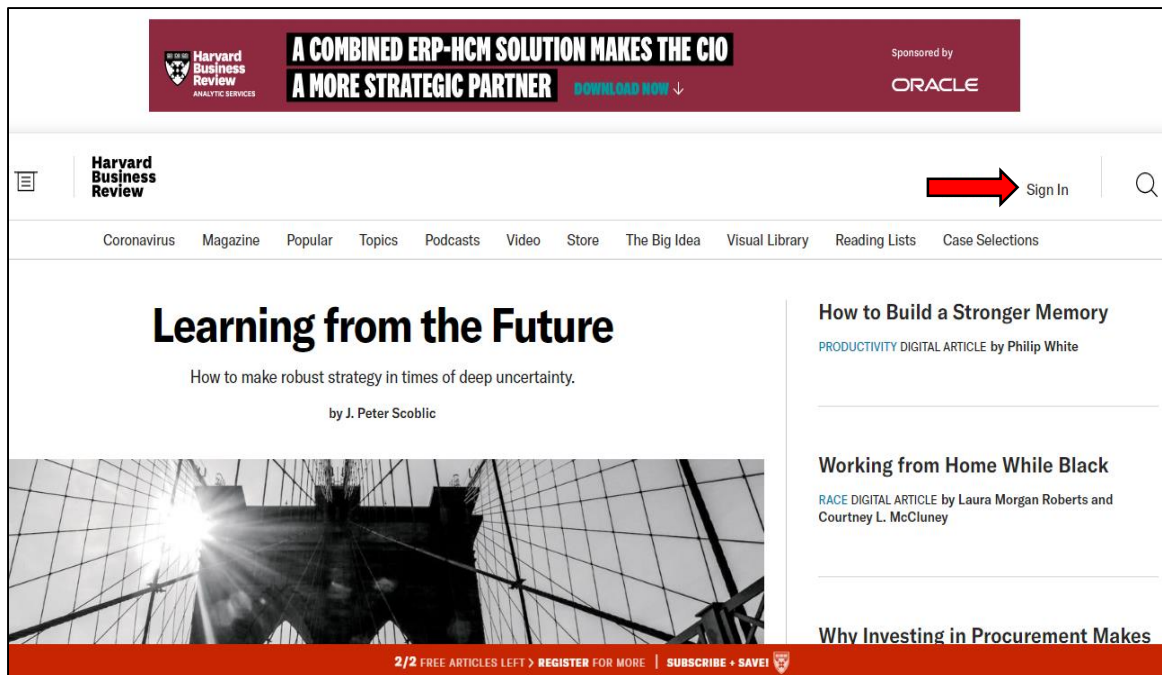


- 2 Ingresar a la revista “**Harvard Business Review**”

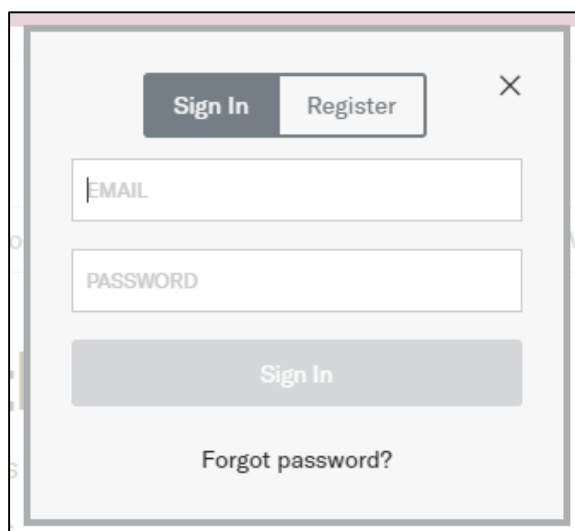


RbDigital - El Croquis - Guía de usuario

3 Hacer clic en “Sign In”.



4 Ingresar usuario (**biblioservicios@usat.edu.pe**) y contraseña (**UMogrovejo1!**) y clic en “Sign In”.

A screenshot of a login form. At the top, there are two buttons: "Sign In" (highlighted in dark grey) and "Register" (in light grey). Below these are two input fields: "EMAIL" and "PASSWORD". At the bottom of the form is a large "Sign In" button and a link that says "Forgot password?". The form is enclosed in a light grey border with a close button (X) in the top right corner.

RbDigital - El Croquis - Guía de usuario

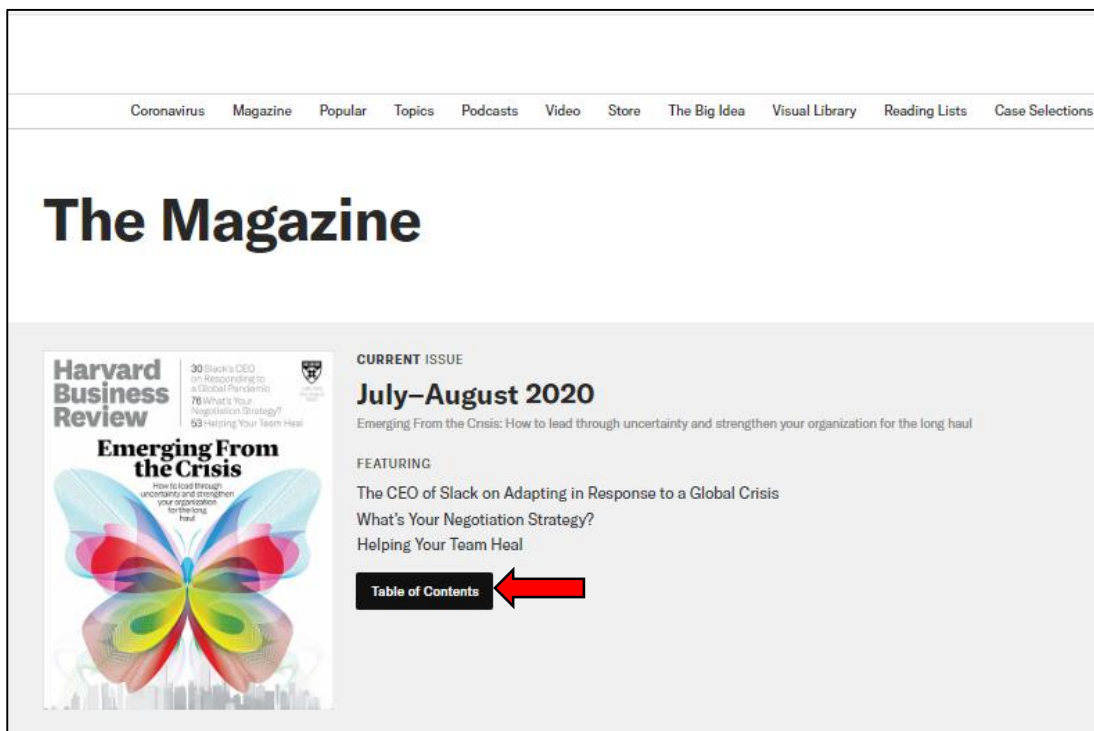
5 Para acceder al contenido de las revistas, clic en **"Magazine"**.

The screenshot shows the Harvard Business Review website. At the top, there is a special report titled "Preventing Data Breaches in 2020" sponsored by datatheorem. Below this is the main navigation bar with the Harvard Business Review logo and a search icon. A red arrow points to the "Magazine" link in the navigation menu. Other menu items include Popular, Topics, Podcasts, Video, Store, The Big Idea, Visual Library, Reading Lists, and Case Selections. The main content area features a large article titled "Learning from the Future" by J. Peter Scoblic, with a sub-headline "How to make robust strategy in times of deep uncertainty." To the right, there are three smaller article teasers: "How to Build a Stronger Memory" by Philip White, "Working from Home While Black" by Laura Morgan Roberts and Courtney L. McCluney, and "Why Investing in Procurement Makes".

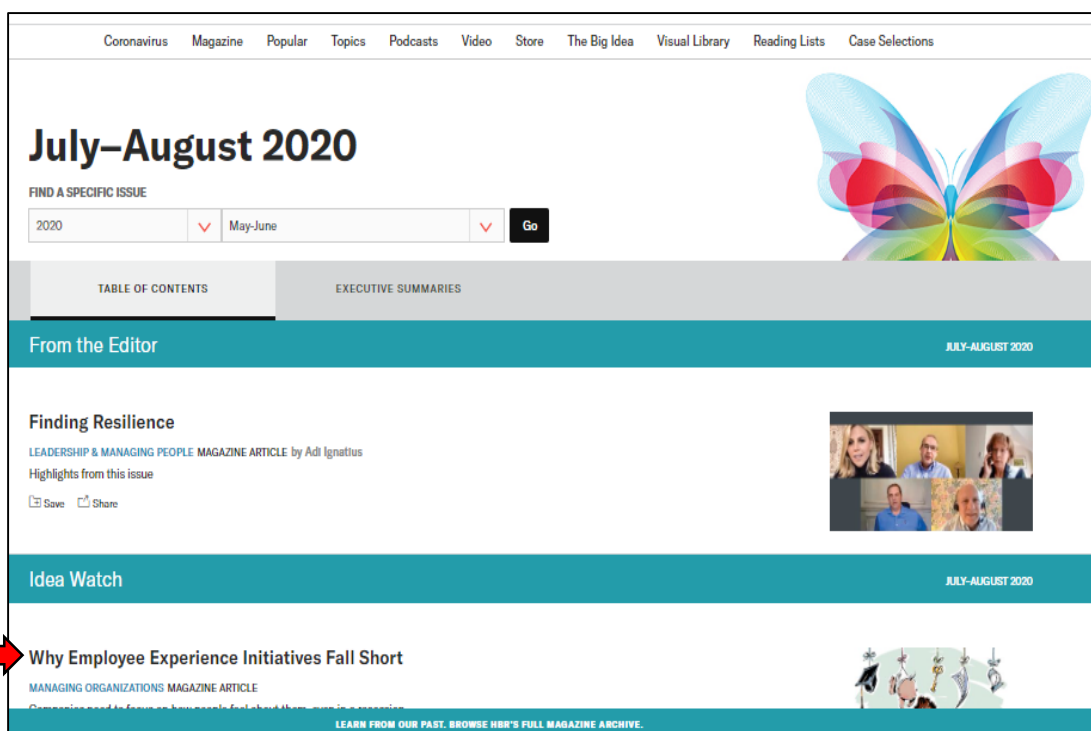
6 Al ingresar se muestran las diferentes revistas:

The screenshot displays the "The Magazine" section. At the top, it says "The Magazine" and shows a small image of the current issue cover. Below this, the "CURRENT ISSUE" is highlighted as "July-August 2020" with the theme "Emerging From the Crisis: How to lead through uncertainty and strengthen your organization for the long haul". It lists featured articles such as "The CEO of Slack on Adapting in Response to a Global Crisis", "What's Your Negotiation Strategy?", and "Helping Your Team Heal". A "Table of Contents" button is visible. Below the current issue is "The Archive" section, which includes a search bar "Find a specific article". Three past issues are listed: "May-June 2020" (The Agile Executive), "March-April 2020" (Creating a Culture of Experimentation), and "Your Company Is Too Risk-Averse". At the bottom, a banner reads "IF YOU READ THE CURRENT ISSUE OF HBR? BROWSE THE LATEST MAGAZINE ONLINE NOW."

7 Para revisar el contenido de la revista, clic en “Table of Contents”

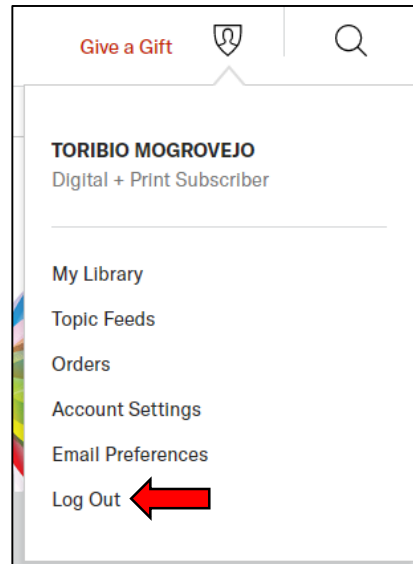


8 Se muestra los diversos artículos que contiene la revista, clic en el título para leer.



9

Para cerrar sesión, clic en **"Log Out"**:



Si tienes alguna consulta en cuanto al uso, por favor acérquese a la Biblioteca o
escribanos a nuestro correo: biblioservicios@usat.edu.pe