

Harvard Business Review

for Course Use

Upgrade your EBSCOhost subscription to include HBR articles as assigned reading

Program Overview

For several years, Harvard Business School Publishing (HBSP) and EBSCO Publishing have been providing academic libraries worldwide with *Harvard Business Review* (HBR) articles and HBSP newsletters for the purpose of academic research. As with all publishers represented in EBSCOhost®, HBSP has its own licensing agreement with EBSCO Publishing that specifies how articles may be accessed and used via *Business Source*®. As you may be aware, HBSP's license agreement stipulates that HBSP content may be used only for academic research.

To date, this has meant that you have been required to seek additional permission from HBSP for:

- HBR articles in course packs
- HBR articles assigned as other course work
- Access to HBR articles via persistent links
- Any other use that is not academic research

At HBSP, we recognize that articles can be easily accessed via the EBSCO Publishing *Business Source* database. Over the last several years, we have been committed to finding solutions that will both give subscribers access to content and protect publishers' intellectual property. This has included offering numerous options for those who seek the convenience of accessing articles electronically (as they would via EBSCOhost) for use in assigned course materials.

However, some schools continue to assign HBR articles through EBSCOhost to students as coursework, an activity that falls beyond the scope of the academic research use currently allowed. Both HBSP and EBSCO Publishing understand the challenges you as an institution face in curtailing this type of use. Directing students to EBSCOhost for HBR articles is convenient, especially if persistent links are used, and many faculty do not distinguish between assigning content included in coursepacks and assigning HBR articles from EBSCOhost.

For this reason, we are excited to offer you the opportunity to upgrade your existing annual subscription to EBSCOhost to a new level that allows for use of HBR articles for course use. This new subscription level will grant you unlimited use of HBR articles through EBSCOhost and continue to allow you to persistent link to HBR articles for an additional annual fee.

Annual Fee

The annual fee for your upgraded EBSCO*host* subscription would be based on past use of HBR through EBSCO*host* combined with enrollment numbers at your school. Factors include:

- Existing high-volume use of HBR articles through EBSCO*host* (articles older than 12 months with greater than 100 hits in a given quarter)
- Existing persistent linking activity
- Past purchasing history of HBR articles
- Enrollment numbers at your school

Any annual fee increase will be capped at 10% per year.

Trial Period

To help you decide whether this new subscription level is right for your institution, we would like to offer you this program free for 3 months. We will provide faculty with all the information they need to successfully assign HBSP content as coursework through EBSCO*host*, including instructions on how to post persistent links to a CMS and discipline-related content suggestions.

What if we don't upgrade?

If you choose not to upgrade your current EBSCO*host* at this time, please reiterate to your faculty and students that your license with EBSCO*host* allows them to access HBSP content only for research purposes. If you choose not to upgrade, please be advised that EBSCO may disable the ability to persistent link to HBSP content at your institution.

We are happy to provide you with a list of alternative ways to purchase HBSP content, including electronic delivery options.

How do I upgrade?

Talk to your EBSCO Publishing representative. This program is a new subscription level offered through EBSCO*host* by request of customers and in cooperation with HBSP.