
**Qualcomm
Harvard
Business Review**

**EmTech Next 2018 MIT
Technology Review
Events. How Pharma
Can Offer More Than
Pills Harvard
Business Review.
Business Marketing**

Understand What
Customers Value. Why
Some Startups Succeed
And Why Most Fail.
Broadcom's 130bn
Qualcomm Bid
Highlights A Ruthless
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Lenovo Vibe C Quick
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World's First
Completely Soft Robot
MIT. Qualcomm S
Problems Just Got
Worse As China Builds
Chip Giant

*EMTECH NEXT 2018 MIT
TECHNOLOGY REVIEW*

EVENTS

*JUNE 3RD, 2017 - MIT
TECHNOLOGY REVIEW
EVENTS CONSISTENTLY
ATTRACT SENIOR LEVEL
BUSINESS AND
TECHNOLOGY DECISION
MAKERS WHO DRIVE THE
GLOBAL INNOVATION
ECONOMY '*

**' How Pharma Can Offer
More than Pills**

Harvard Business
Review

July 23rd, 2015 - For years there has been a push within the pharmaceutical industry to move "beyond the pill" - in other words to build and deploy complementary services and solutions to

diversify revenue
sources The rationale
is simple and elegant
A company with
experience selling
pharmaceutical
products'

'Business Marketing
Understand What
Customers Value

May 10th, 2018 - How
Do You Define Value
Can You Measure It

What Are Your
Products And Services
Actually Worth To
Customers Remarkably
Few Suppliers In
Business Markets Are
Able To Answer Those
Questions'

***WHY SOME
STARTUPS SUCCEED AND
WHY MOST FAIL***

*FEBRUARY 18TH, 2017 -
OVER THE LAST TWO
DECADES OF BUILDING*

AND RUNNING
BUSINESSES AND THE
LAST COUPLE OF YEARS
WORKING FULL TIME
WITH DOZENS OF
STARTUP FOUNDERS AND
CEOS ON THEIR
STRATEGIES AND
FUNDING PLANS IN MY
CONSULTANCY BUSINESS
I HAVE OBSERVED THAT
THERE ARE A COMMON
SET OF REASONS THAT

STARTUPS STRUGGLE

*AND ' ' BROADCOM'S 130BN QUALCOMM
BID HIGHLIGHTS A RUTHLESS CHIP*

NOVEMBER 9TH, 2017 - WELCOME TO
THE WILD BROADCOM'S 130BN
QUALCOMM BID HIGHLIGHTS A
RUTHLESS CHIP INDUSTRY THE
WORLD'S BIGGEST EVER TECHNOLOGY
DEAL WOULD FACE ANTITRUST

SCRUTINY GLOBALLY '

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electronics mobile
technologies and
science available on
the official CNBC
Technology site''**HOW
THE INTERNET PORN
BUSINESS WORKS MIT
TECHNOLOGY REVIEW**

*MAY 17TH, 2010 - A
VIEW FROM CHRISTOPHER
MIMS HOW THE INTERNET
PORN BUSINESS WORKS
RESEARCHERS SET UP
ADULT WEB SITES TO
STUDY HOW THE
INDUSTRY MAKES ITS
MONEY AND SPREADS
MALWARE'*

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matters

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if it weren't for the
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equipment in our labs
isn't'

**'MEET THE WORLD'S
FIRST COMPLETELY SOFT**

ROBOT MIT

DECEMBER 8TH, 2016 -
THE "OCTOBOT" IS A
SQUISHY LITTLE ROBOT
THAT FITS IN THE PALM
OF YOUR HAND AND
LOOKS LIKE SOMETHING
IN A GOODY BAG FROM A
CHILD'S BIRTHDAY
PARTY BUT DESPITE ITS
QUIRKY NAME AND
DIMINUTIVE SIZE THIS
BOT REPRESENTS AN

ASTONISHING ADVANCE
IN ROBOTICS ACCORDING
TO THE HARVARD
RESEARCHERS WHO'

, qualcomm s problems just got
worse as china builds chip giant

july 26th, 2014 - ever since

edward snowden became a

household name china has been

taking a new approach to
developing domestic technology
any doubt about this was
squashed last week when the
merger of two large chinese
semiconductor companies was
completed the question now is
should foreign players such as ,

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