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David Nour: Program Description

Return on Impact: Disruptive Technologies Impacting Your Business Model

It's a common fact that many new technologies have formed in the last decade or so. Consequently, they've disrupted your business model and possibly force you to change the way you do things. This talk is all about helping businesses to respond to the changing market dynamics. You'll learn how to adapt and relate to brand new and powerful ways. I teach the audience how consumers now have more power than ever, thanks to SMAC (Social, Mobile, Analytics, and Cloud) and how your business can adapt to this.

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