



BUSINESS FUTURES: TREND 6: NEW SCIENTIFIC METHOD

VIDEO TRANSCRIPT

Scientific disruption is enabling the creation of better, cheaper and more sustainable products and services. For organizations, increased scientific capability is critical to their future competitiveness. We call this Signal: The New Scientific Method.

Leading organizations are creating new approaches to research and development, while building the infrastructure, skills and resources necessary to put breakthroughs into real-world use much faster.

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