

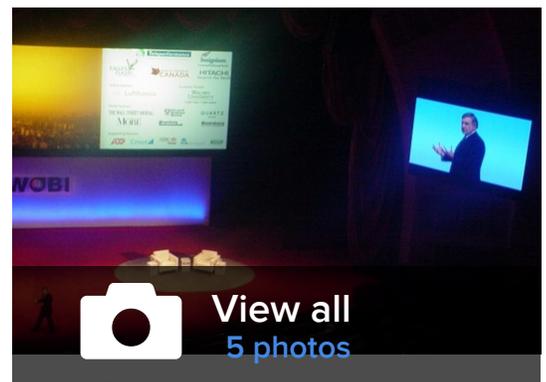
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# The World Business Forum, capturing the mood in a series

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The Tenth Anniversary of the Annual World Business Forum, (WBF), (<http://www.wobi.com/>), took place at Radio City Music Hall, in New York City, October 1st and 2nd, 2013. As media, I had the privilege of covering this event. Accordingly, I'll share some thoughts about the presentations of the speakers. Overall, one could sense they are coaches on the business field of play, advising a team that at times might include Presidents' of countries, Prime Ministers, Corporate CEOs, and Entrepreneurs; in addition to others in-kind. But take note, this conference was not about one's political ideology, religion, enforcement preference, favorite sport, or relationship to education, to name a few major icons of society. In perspective of a beginning, they define the forum as 'seeking out the most innovative, influential and inspirational ideas shaping the business world, and spreading them around the globe.' Appropriately, also being, in part, a reporter, writer, and freelance journalist, my goal is to continue my exposure to such events to be both learned and capable of being informative. And as true with others in their fields of primary and secondary work sources, I want to see it be an economic success, directly and indirectly.



Global Economics transformed and restructured by technology

*Photos by Keith McFarland*



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Those sharing their knowledge, on this big stage, included Clayton Christensen, Maggie Wilderotter, Denise Morrison, Jack Welch, Claudio Fernandez-Araoz, Bob Moritz, SD Shibulal, Susan, Sobott, Carlos Brito, Jeb Bush, Ben Zander, Steve Levitt, Stephen Dubner, Nancy Koehn, Alec Ross, Sam Palmisano, and Gordon Brown. They were not mandating you follow them or be accepting of their conclusive-nary positioning. So, if I can take a certain liberty, here's in part my take on their commentary: the world has changed, is changing, and will change more significantly; a person's passion and interest is still a dominant aspect of the equation, whether as employee, directing your own business, socializing, or in-combination; technology will continue to transform the economic landscape, particularly around lifestyle and entertainment. The challenges come not just from differing perspectives of technologies, but the reactions to dealing with new opportunities and displacements, across the board. So too, the moments touched upon the latest buzzwords: 'Big Data, and Cyber Security.' These, of course, were just a few; the concepts and illustrations offered were applicable to any industry and anyone.

Continuing, if you were a person or entity, who had encountered others, whom had ever attempted to force upon you into a particular lifestyle choice, career pathway, or way of doing business, the discussions this WBF clearly shined - showed a light of perhaps how illegitimate such forces are. In recalling this observation: how strange groups of existence, of which their sole direction, involves dragging you into a box, only suitable, if at all, for their own ideological-selves; one neither embracing the freedom of choice in developing your interests and strengths to move forward; nor desiring of expanding their own box, in a way, to remove unnecessary borders. In essence, we live in a world that is radically different, today and for tomorrow, due to a wide variety of innovations; yet, we deal with a duality of mindsets from the progressive to the vegetative state, on an everyday basis. And thus, the implied messages of the speakers, in my assessment, encompassed an underlying perspective on accounting for this in our approaches and reactions, as we aim to accomplish our goals, however defined. For no matter the nobility of many a profession and geographic, the individualized focus, of what to do and where to live and how to life, under a true existence of an umbrella of civil protections, remains the constancy of importance, in a world rapidly restructuring from technological advances.

A related example was put on the table during the event, though I will merely share a rephrase version of a question in this writing. Given the 'New Business Model(s),' incorporating technology, are we right to keep the status quo of emphasis, relating to academic course work? Clearly, a lot was learned and will be provided in sample form thru a series of articles. However, I will add current releases about technologies and other related matters, as the intersection is appropriate, to what was talked about.

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