

# Top Tech Trends for the Non-Technical



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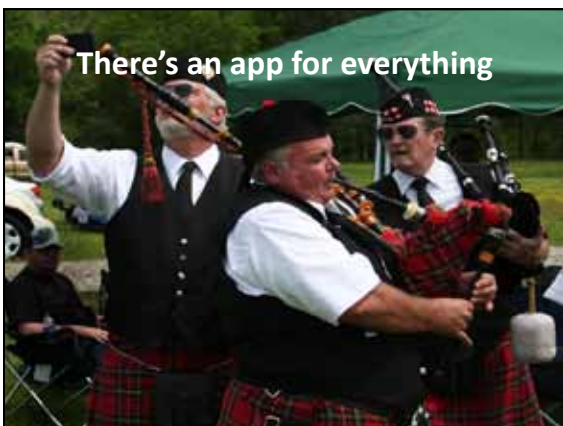
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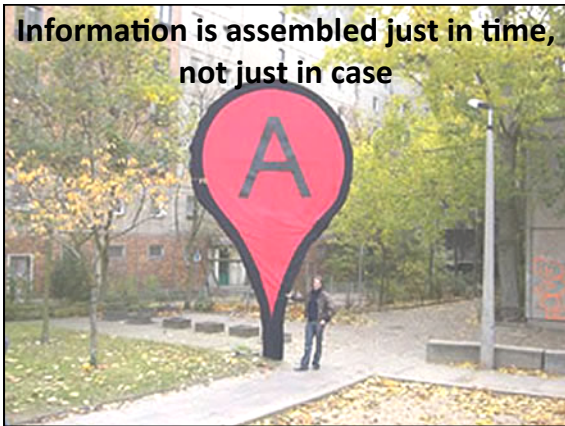
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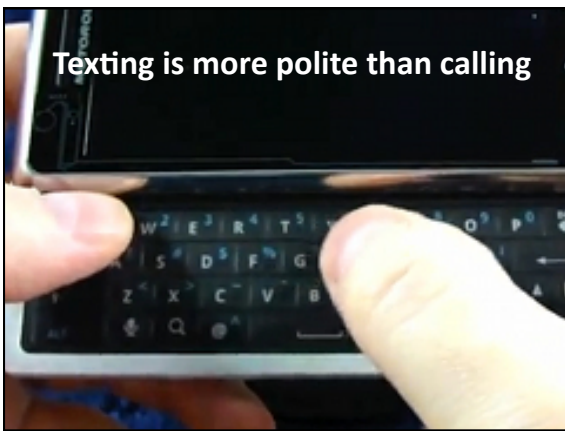
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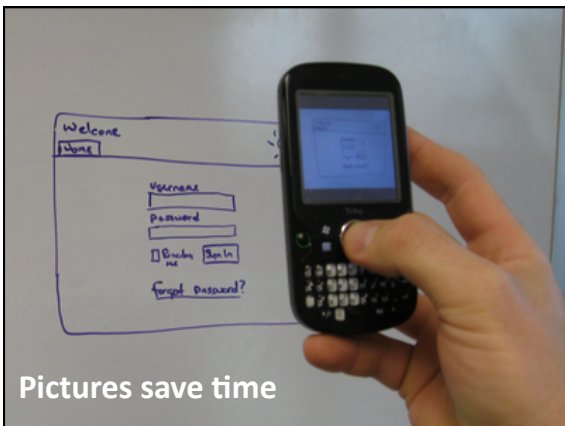
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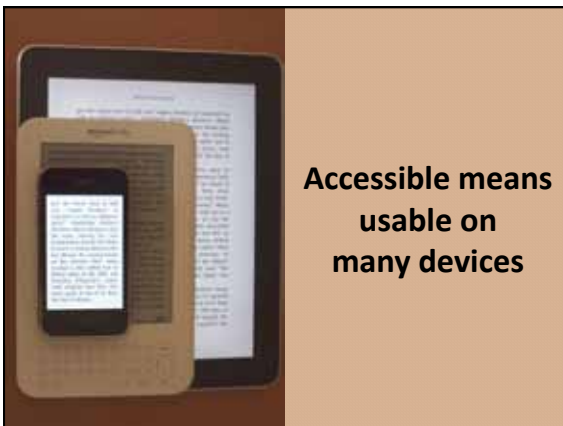
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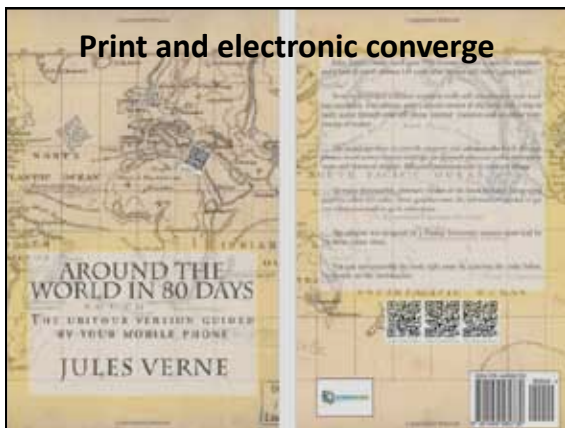
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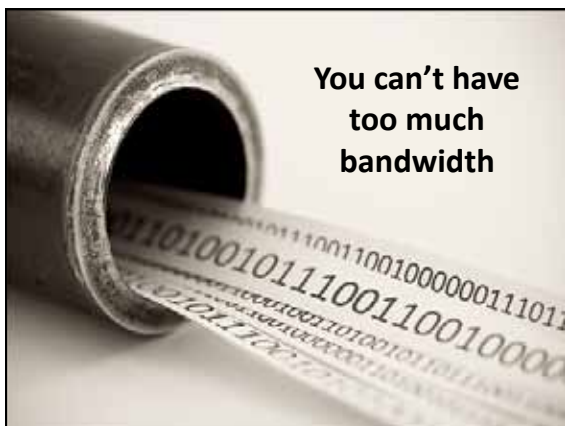
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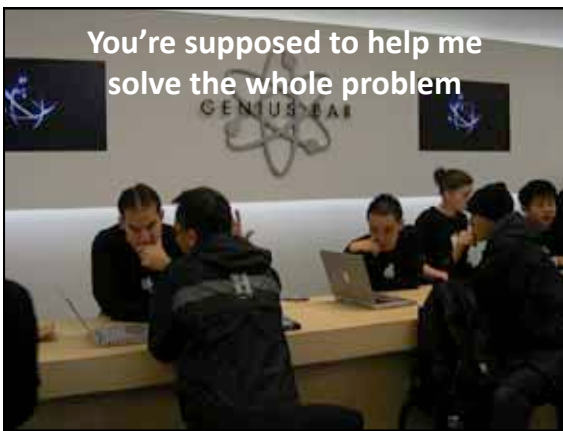
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# Top Tech Trends for the Non-Technical

## Pay more attention to

- Emerging consumer products and preferences
- Streaming content
- Broadband
- Smart phone apps
- Storage, retrieval, and manipulation of images

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## Pay less attention to

- OPACs
- Subscription databases
- Hard copy audio and video
- eContent that can't be used on multiple devices
- Wired connections

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## If you're broke, focus on

- Social media
- Podcasts
- Electrical outlets
- Forms that capture cell phone numbers
- Staff competency with mainstream consumer products and free web tools

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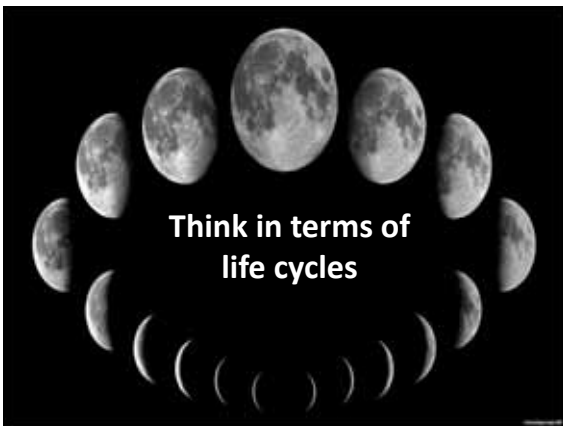
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**You know something is a trend when there's pushback**

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**joan @jfwilliams.com**  
**<http://www.georgeandjoan.com>**



**Let's continue the conversation...**

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