

Top Tech Trends for the Non-Technical



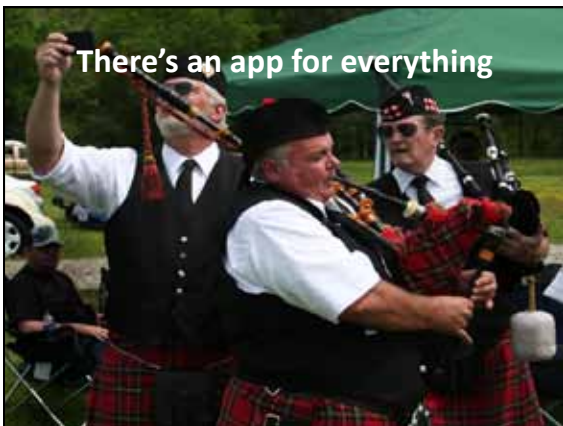




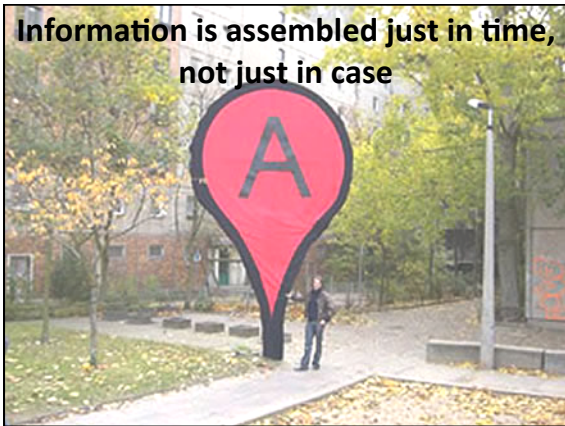
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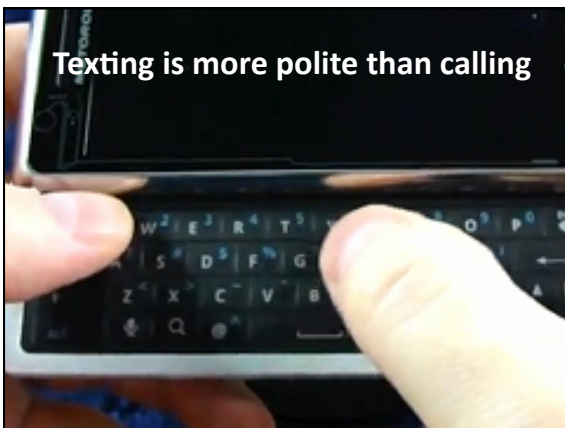


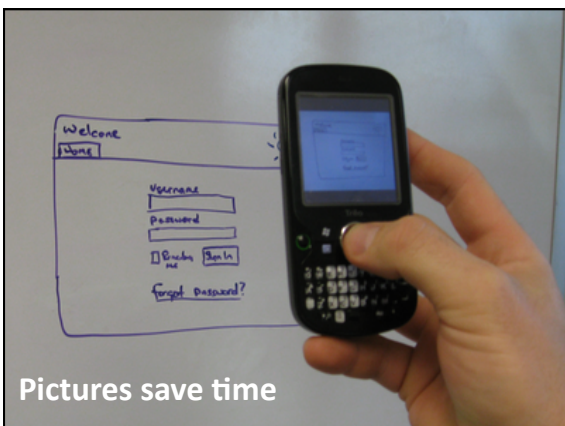




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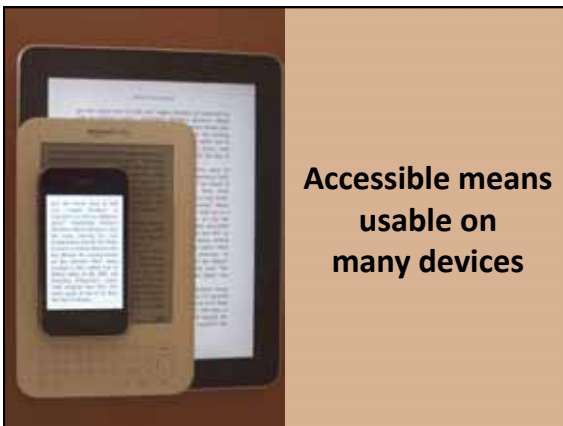




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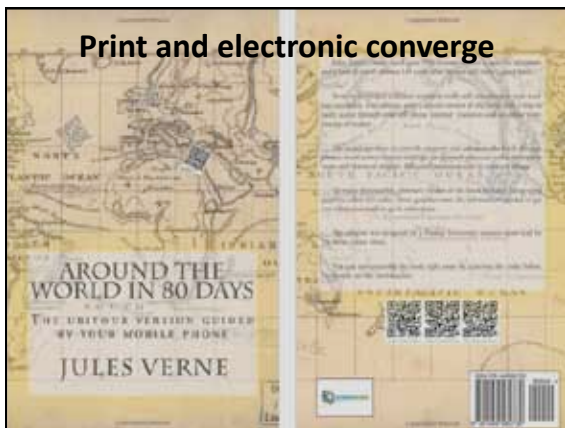


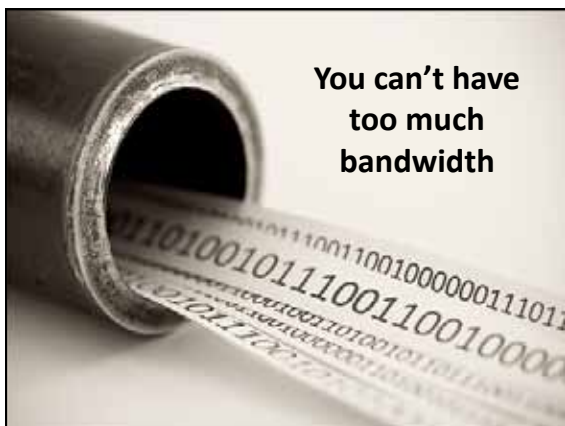




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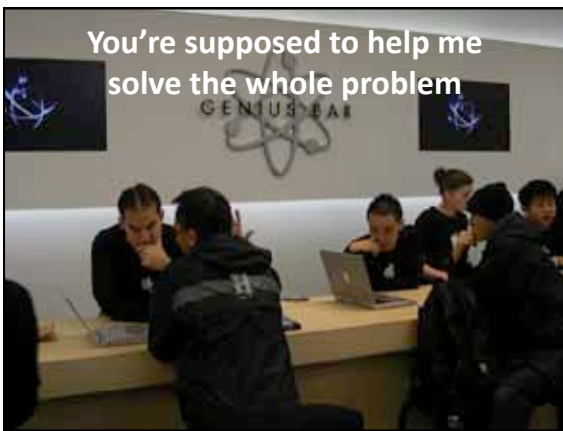






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Pay more attention to

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

Pay less attention to

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

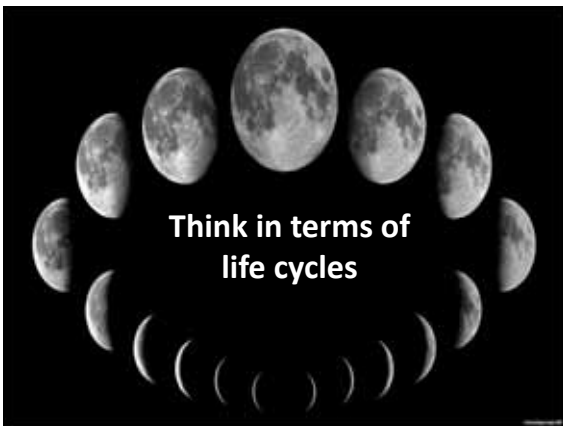
If you're broke, focus on

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

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Let's continue the conversation...
