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# The Need for Excellence

Finn Raben

Director-General ESOMAR



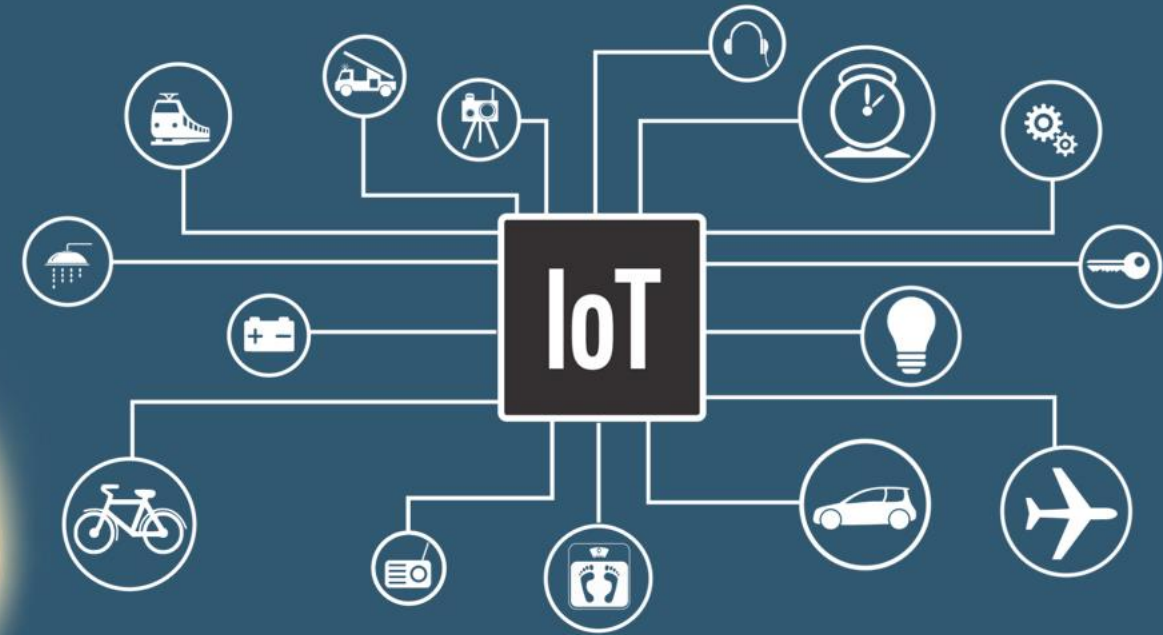


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Data is the new Oil . AI is the new electricity. The IoT is the new nervous system.

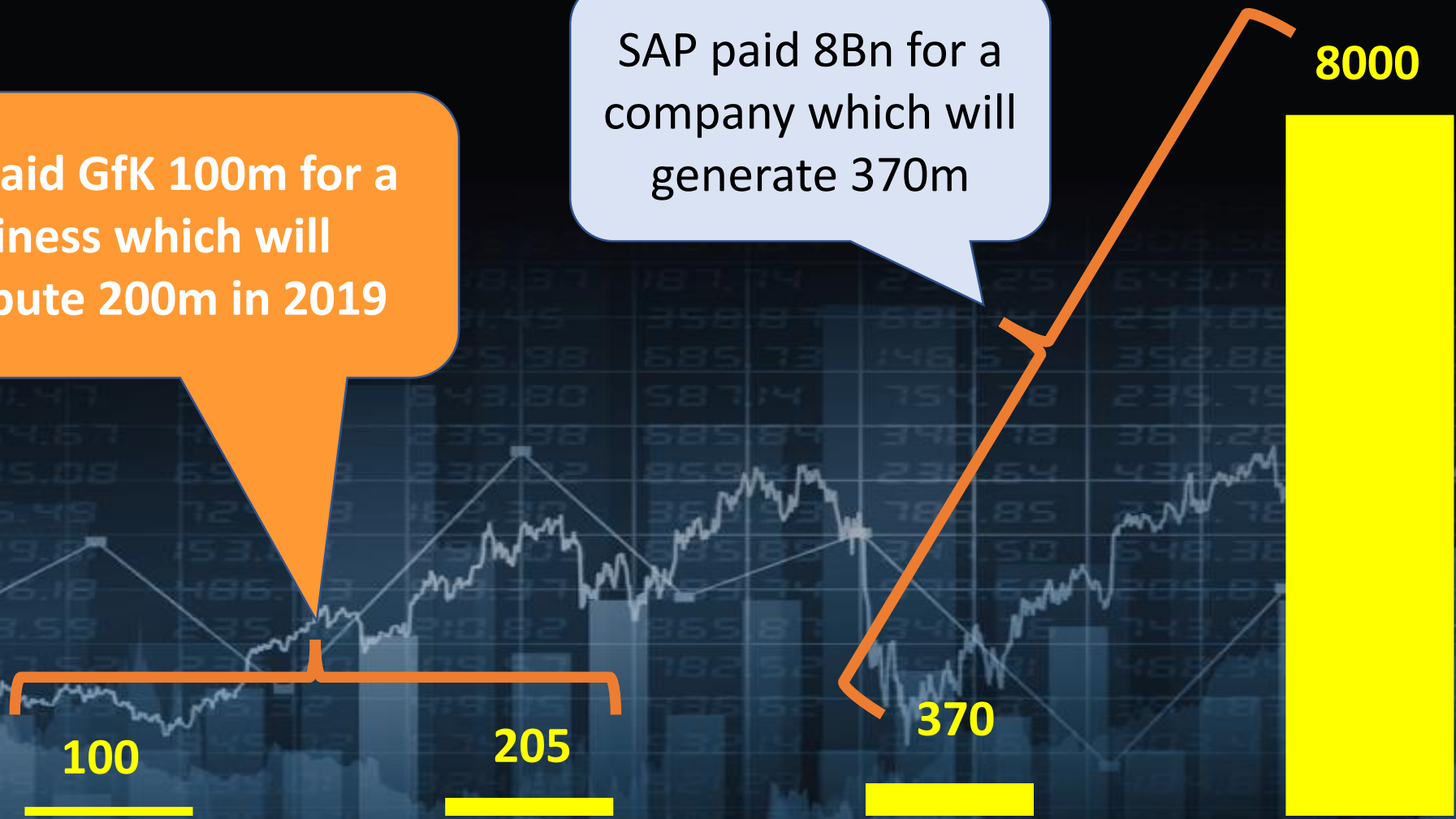


**Futurist Gerd Leonhard**  
**Harvard Business Manager LIVE Executive Forum**  
**Munich, April 2018**

# The importance of DigiTech

Ipsos paid GfK 100m for a business which will contribute 200m in 2019

SAP paid 8Bn for a company which will generate 370m



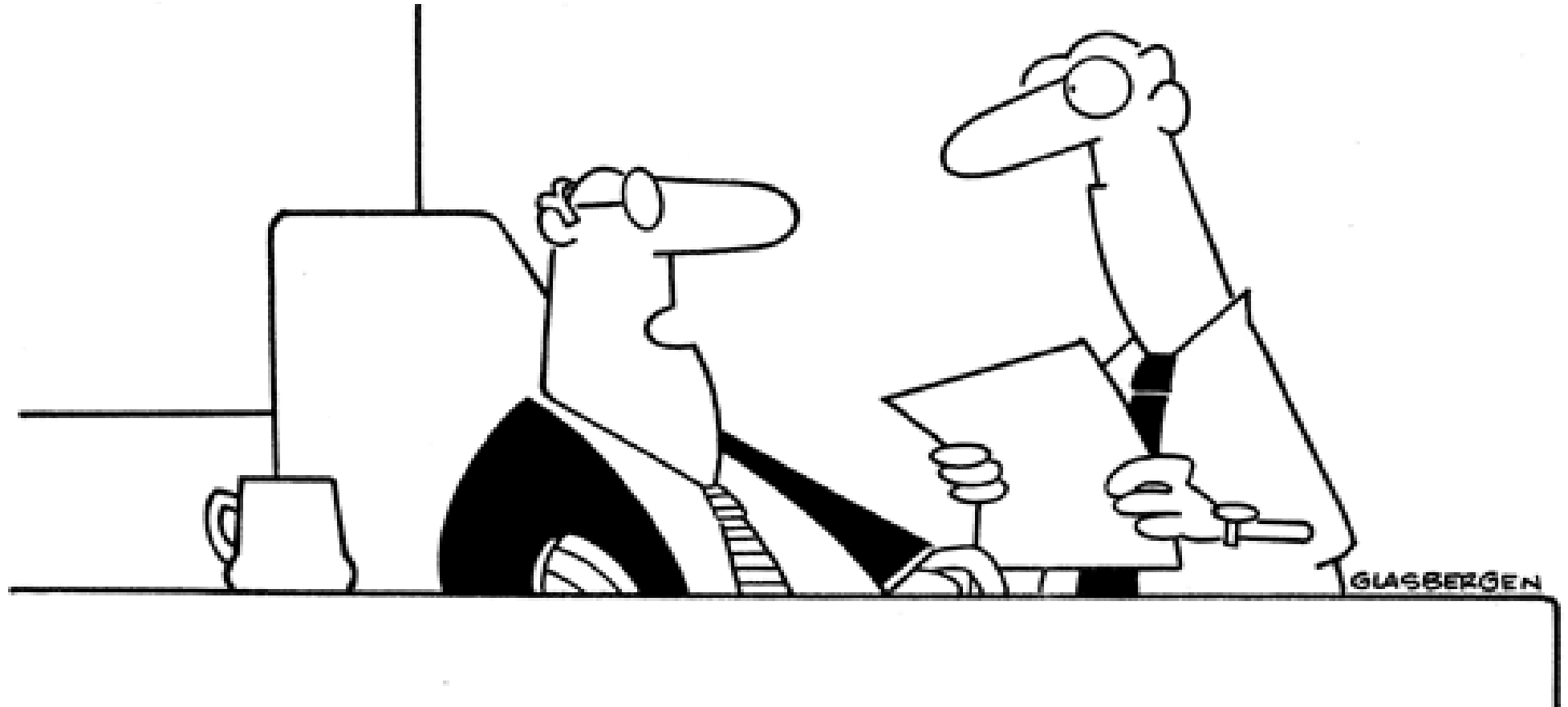
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We've got to draw the line on unethical behaviour,  
But let's draw it in pencil

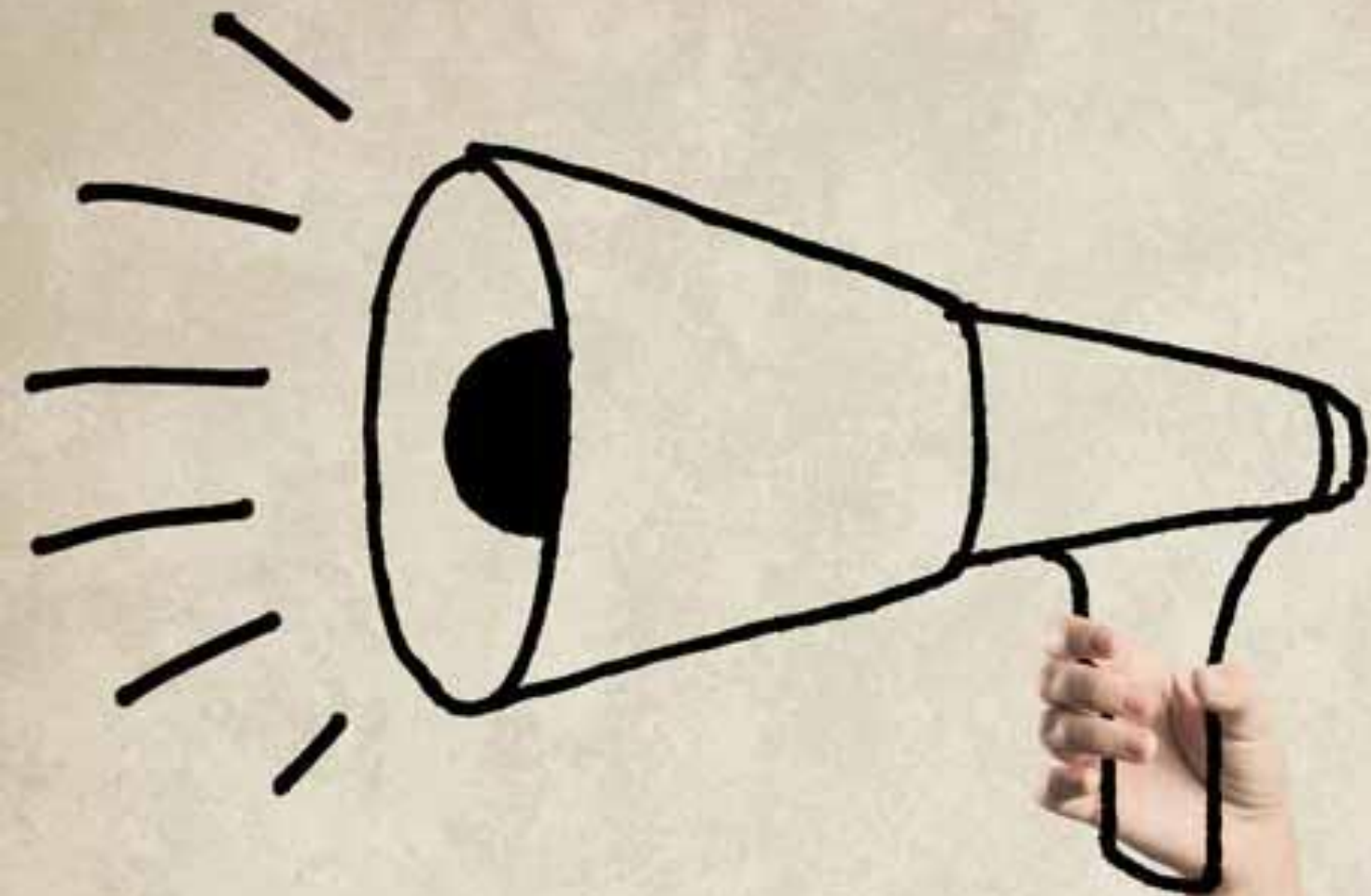
**Excellence :**

*The quality of  
being outstanding  
or extremely good*

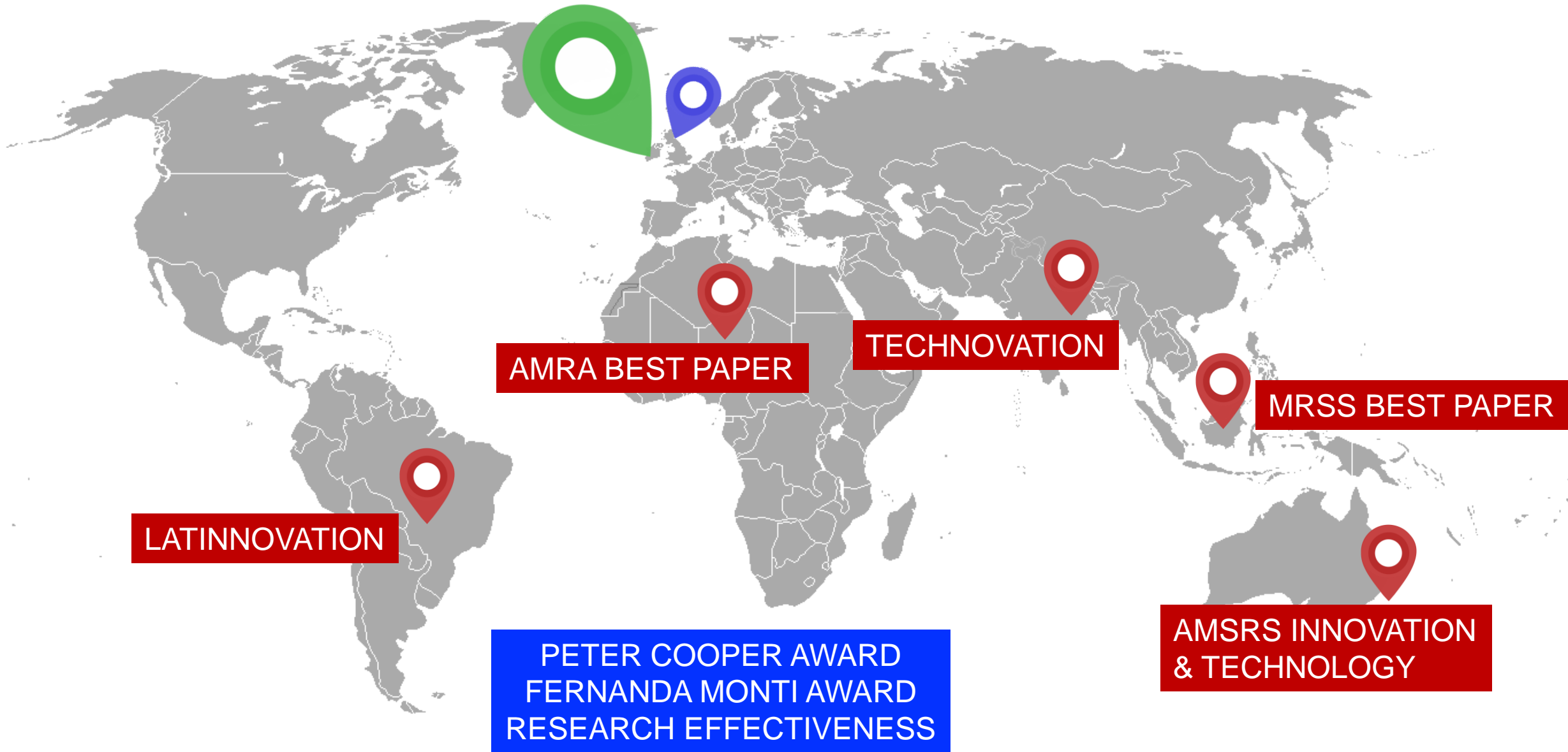
Oxford Dictionary



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