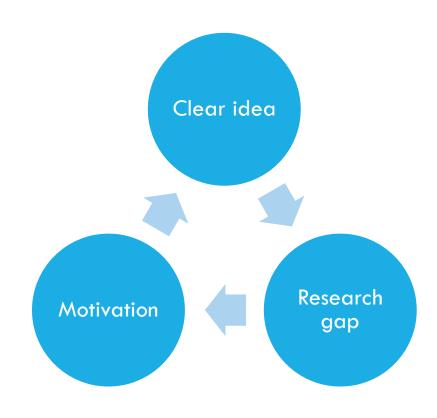


HOW IT ALL STARTED?



FROM MASTER TO PHD



WHY ECONOMICS?



HAVING A CLEAR IDEA



explained it



How the project leader understood it



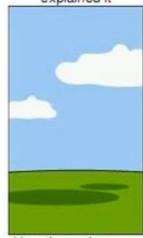
How the engineer designed it



How the programmer wrote it



How the sales executive described it



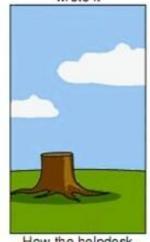
How the project was documented



What operations installed



How the customer was billed



How the helpdesk supported it

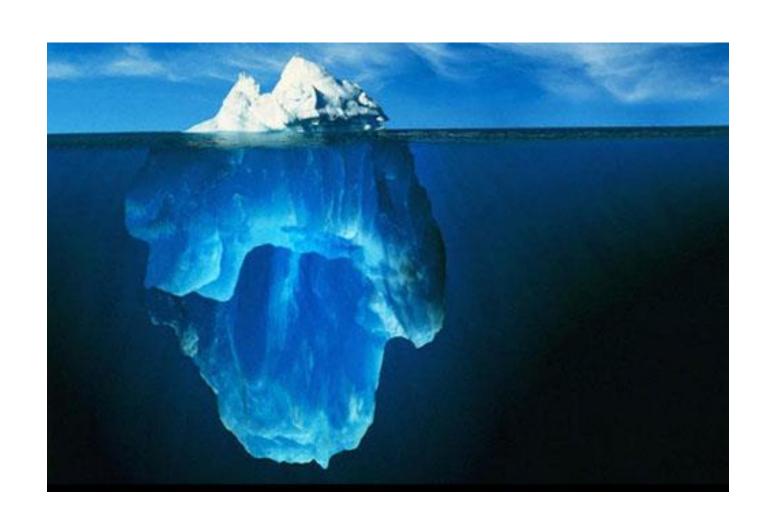


What the customer really needed

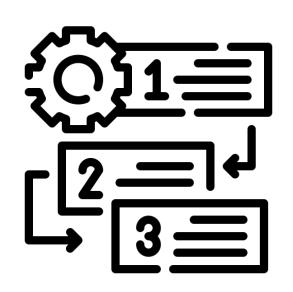
HOW TO FIND A GAP IN THE LITERATURE?



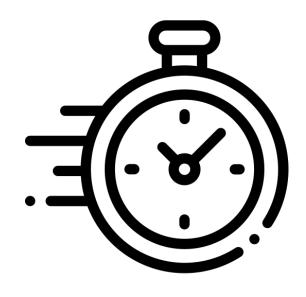
INVISIBLE VS. VISIBLE



WHAT WOULD I HAVE DONE DIFFERENTLY?







THANK YOU!

