**Blog page**<!DOCTYPE html>

<html lang="en">

<head>

  <meta charset="UTF-8" />

  <meta name="viewport" content="width=device-width, initial-scale=1.0" />

  <title>Breaking Barriers: Gen AI speeds semiconductor innovation</title>

  <style>

    \* {

      margin: 0;

      padding: 0;

      box-sizing: border-box;

      font-family: "Inter", "Poppins", sans-serif;

    }

    body {

      background: #f9fafc;

      color: #222;

      line-height: 1.8;

      overflow-x: hidden;

    }

    header {

      background: linear-gradient(135deg, #6c63ff, #8360c3);

      color: white;

      padding: 70px 20px;

      text-align: center;

      box-shadow: 0 4px 10px rgba(0,0,0,0.1);

    }

    header h1 {

      font-size: 2.4rem;

      font-weight: 700;

      max-width: 800px;

      margin: 0 auto;

    }

    header .meta {

      margin-top: 10px;

      font-size: 0.9rem;

      opacity: 0.85;

    }

    .container {

      max-width: 950px;

      margin: 60px auto;

      padding: 0 20px;

    }

    section {

      margin-bottom: 50px;

      animation: fadeUp 0.6s ease forwards;

      opacity: 0;

      transform: translateY(40px);

    }

    section.visible {

      opacity: 1;

      transform: translateY(0);

    }

    section h2 {

      font-size: 1.8rem;

      color: #2a2a2a;

      padding-left: 10px;

      margin-bottom: 20px;

    }

    p {

      font-size: 1rem;

      color: #444;

      margin-bottom: 15px;

    }

    .image-section,

    .video-section {

      margin: 40px 0;

      border-radius: 12px;

      overflow: hidden;

      box-shadow: 0 8px 25px rgba(0, 0, 0, 0.1);

      transition: transform 0.4s ease, box-shadow 0.4s ease;

    }

    .image-section:hover,

    .video-section:hover {

      transform: scale(1.02);

      box-shadow: 0 12px 35px rgba(0, 0, 0, 0.15);

    }

    .image-section img,

    .video-section video {

      width: 100%;

      display: block;

    }

    /\* Accordion \*/

    .accordion-section {

      background: #fff;

      border-radius: 10px;

      box-shadow: 0 6px 18px rgba(0, 0, 0, 0.06);

      padding: 30px;

    }

    .accordion-section h2 {

      border-left: none;

      text-align: center;

      font-size: 1.8rem;

      color: #333;

    }

    .accordion-section h3 {

      text-align: center;

      font-weight: 500;

      color: #666;

      margin-bottom: 25px;

    }

    .accordion {

      border-top: 1px solid #ddd;

    }

    .accordion-item {

      border-bottom: 1px solid #ddd;

    }

    .accordion-header {

      display: flex;

      justify-content: space-between;

      align-items: center;

      cursor: pointer;

      padding: 15px 10px;

      font-weight: 600;

      color: #333;

      transition: 0.3s ease;

    }

    .accordion-header:hover {

      color: #9504e8;

    }

    .accordion-header span {

      font-size: 1.3rem;

      transition: transform 0.3s ease;

    }

    .accordion-content {

      max-height: 0;

      overflow: hidden;

      transition: max-height 0.4s ease;

      padding: 0 10px;

    }

    .accordion-content p {

      padding: 10px 0;

      color: #555;

    }

    .accordion-item.active .accordion-content {

      max-height: 200px;

    }

    .accordion-item.active .accordion-header span {

      transform: rotate(45deg);

      color: #9504e8;

    }

    footer {

      text-align: center;

      padding: 40px 20px;

      font-size: 0.9rem;

      color: #777;

    }

    .styled-line {

  height: 3px;

  border: none;

  border-radius: 5px;

  background: linear-gradient(to right, #fff, #9504e8);

  margin: 20px 0;

}

    @keyframes fadeUp {

      0% {

        opacity: 0;

        transform: translateY(30px);

      }

      100% {

        opacity: 1;

        transform: translateY(0);

      }

    }

    @media (max-width: 768px) {

      header h1 {

        font-size: 2rem;

      }

      section h2 {

        font-size: 1.4rem;

      }

      .accordion-section {

        padding: 20px;

      }

    }

    @media (max-width: 480px) {

      header h1 {

        font-size: 1.6rem;

      }

      p {

        font-size: 0.95rem;

      }

    }

  </style>

</head>

<body>

  <div class="container">

    <section>

    <h1>Breaking Barriers: Gen AI speeds semiconductor innovation</h1>

    <div class="meta">5-MINUTE READ &nbsp; | &nbsp; OCTOBER 23, 2024</div>

  </section>

  <hr class="styled-line" />

    <section>

      <p>

        As someone who has seen the amazing progress of AI technology firsthand, I am excited

        about the changes generative AI offers for the semiconductor industry.

      </p>

      <p>

        The semiconductor industry stands as the cornerstone of innovation. From our smartphones to self-driving cars,

        these chips power the world. Generative AI is emerging as a powerful enabler of that evolution.

      </p>

    </section>

    <section>

      <h2>Innovation urgency: A call to action</h2>

      <p>

        Our report surveyed 300 semiconductor leaders worldwide. They all agree that generative AI can greatly benefit the industry.

        One-third of these leaders believe it will revolutionize design and manufacturing processes.

      </p>

      <p>

        To capitalize on these opportunities, semiconductor companies must embrace AI across design, marketing, and customer service

        to stay ahead and build future resilience.

      </p>

    </section>

    <div class="image-section">

      <img src="https://images.unsplash.com/photo-1606788075761-9a8a4b50d6d5" alt="Semiconductor innovation" />

    </div>

    <section>

      <p>

        Generative AI is redefining how semiconductor companies design, build, and scale innovation.

        It helps leaders rethink traditional workflows and build smarter, adaptive systems that evolve with technology itself.

      </p>

    </section>

    <div class="video-section">

      <video controls poster="https://images.unsplash.com/photo-1606788075761-9a8a4b50d6d5">

        <source src="https://www.w3schools.com/html/mov\_bbb.mp4" type="video/mp4" />

      </video>

    </div>

    <section>

      <p>

        Generative AI represents not just a tool, but a mindset shift — a call to embrace continuous reinvention,

        collaboration, and creative problem-solving at every layer of the semiconductor ecosystem.

      </p>

    </section>

    <div class="accordion-section">

      <h2>Embracing the future with generative AI</h2>

      <h3>How will semiconductor leaders ignite boundless innovation and growth?</h3>

      <div class="accordion">

        <div class="accordion-item">

          <div class="accordion-header">Design your journey strategically <span>+</span></div>

          <div class="accordion-content"><p>Adopt generative AI thoughtfully with clear goals and measurable outcomes aligned with business strategy.</p></div>

        </div>

        <div class="accordion-item">

          <div class="accordion-header">Leverage ecosystems to scale generative AI <span>+</span></div>

          <div class="accordion-content"><p>Collaborate across technology ecosystems to accelerate adoption and unlock shared value.</p></div>

        </div>

        <div class="accordion-item">

          <div class="accordion-header">Continuously reinvent <span>+</span></div>

          <div class="accordion-content"><p>Innovation doesn’t pause. Reinvention must become a continuous process for growth.</p></div>

        </div>

        <div class="accordion-item">

          <div class="accordion-header">Lead and learn differently to reshape the workforce <span>+</span></div>

          <div class="accordion-content"><p>Empower teams with AI-ready skills and flexible learning models to adapt and thrive.</p></div>

        </div>

      </div>

    </div>

  </div>

  <script>

    // Accordion Logic

    const accordions = document.querySelectorAll(".accordion-item");

    accordions.forEach((item) => {

      item.querySelector(".accordion-header").addEventListener("click", () => {

        item.classList.toggle("active");

      });

    });

    // Fade Up Animation on Scroll

    const sections = document.querySelectorAll("section, .image-section, .video-section, .accordion-section");

    const observer = new IntersectionObserver((entries) => {

      entries.forEach(entry => {

        if (entry.isIntersecting) {

          entry.target.classList.add("visible");

        }

      });

    }, { threshold: 0.2 });

    sections.forEach(section => observer.observe(section));

  </script>

</body>

</html>

**case studies**<!DOCTYPE html>

<html lang="en">

  <head>

    <meta charset="UTF-8" />

    <meta name="viewport" content="width=device-width, initial-scale=1.0" />

    <title>Case Study – Fueling Transportation Innovation</title>

    <style>

      \* {

        margin: 0;

        padding: 0;

        box-sizing: border-box;

      }

      body {

        font-family: "Segoe UI", Tahoma, Geneva, Verdana, sans-serif;

        background-color: #fff;

        color: #333;

        line-height: 1.6;

        overflow-x: hidden;

      }

      .container {

        max-width: 1100px;

        margin: 0 auto;

        padding: 40px 20px;

      }

      h1,

      h2 {

        font-weight: 700;

        color: #111;

        line-height: 1.2;

      }

      h1 {

        font-size: 2.5rem;

        margin-bottom: 20px;

        opacity: 0;

        transform: translateY(30px);

        animation: fadeInUp 1s ease forwards;

      }

      h2 {

        font-size: 2rem;

        margin-bottom: 20px;

        opacity: 0;

        transform: translateY(30px);

        animation: fadeInUp 1s ease forwards;

      }

      p {

        font-size: 1rem;

        color: #555;

        margin-bottom: 16px;

        opacity: 0;

        transform: translateY(15px);

        animation: fadeInUp 1s ease forwards;

      }

      .subtitle {

        font-size: 1.1rem;

        color: #555;

        margin-bottom: 15px;

        opacity: 0;

        animation: fadeIn 1s ease 0.3s forwards;

      }

      .meta-info {

        display: flex;

        flex-wrap: wrap;

        gap: 20px;

        font-size: 0.95rem;

        color: #666;

        margin-bottom: 30px;

        opacity: 0;

        animation: fadeIn 1s ease 0.6s forwards;

      }

      .meta-info span {

        background: #f2f2f2;

        padding: 6px 12px;

        border-radius: 6px;

      }

      .hero-img,

      .section-img {

        width: 100%;

        border-radius: 12px;

        box-shadow: 0 5px 25px rgba(0, 0, 0, 0.15);

        margin-bottom: 60px;

        opacity: 0;

        transform: scale(0.95);

        animation: fadeInZoom 1.2s ease 0.8s forwards;

      }

      .video-section {

        position: relative;

        margin-top: 40px;

        opacity: 0;

        transform: scale(0.95);

        animation: fadeInZoom 1.2s ease 1.2s forwards;

      }

      .video-section img {

        width: 100%;

        border-radius: 12px;

        box-shadow: 0 5px 25px rgba(0, 0, 0, 0.15);

      }

      .play-button {

        position: absolute;

        top: 50%;

        left: 50%;

        transform: translate(-50%, -50%);

        background-color: #7b3fe4;

        color: white;

        font-size: 1.5rem;

        border: none;

        width: 70px;

        height: 70px;

        border-radius: 50%;

        cursor: pointer;

        box-shadow: 0 5px 15px rgba(0, 0, 0, 0.3);

        transition: transform 0.3s ease, background-color 0.3s ease;

      }

      .play-button:hover {

        background-color: #622cc9;

        transform: translate(-50%, -50%) scale(1.1);

      }

      /\* Accordion \*/

      .accordion {

        margin-top: 60px;

        border-top: 1px solid #ddd;

      }

      .accordion-item {

        border-bottom: 1px solid #ddd;

      }

      .accordion-header {

        background-color: #fff;

        cursor: pointer;

        padding: 18px;

        font-weight: 600;

        position: relative;

        transition: background-color 0.3s ease;

      }

      .accordion-header:hover {

        background-color: #f8f8f8;

      }

      .accordion-header::after {

        content: "+";

        position: absolute;

        right: 20px;

        font-size: 1.2rem;

        color: #7b3fe4;

        transition: transform 0.3s ease;

      }

      .accordion-item.active .accordion-header::after {

        content: "−";

        transform: rotate(180deg);

      }

      .accordion-content {

        max-height: 0;

        overflow: hidden;

        transition: max-height 0.5s ease;

        padding: 0 18px;

      }

      .accordion-item.active .accordion-content {

        max-height: 200px;

        padding: 18px;

      }

      .accordion-content p {

        color: #555;

        font-size: 0.95rem;

      }

      /\* Animations \*/

      @keyframes fadeInUp {

        to {

          opacity: 1;

          transform: translateY(0);

        }

      }

      @keyframes fadeIn {

        to {

          opacity: 1;

        }

      }

      @keyframes fadeInZoom {

        to {

          opacity: 1;

          transform: scale(1);

        }

      }

      /\* Responsive \*/

      @media (max-width: 768px) {

        h1 {

          font-size: 2rem;

        }

        h2 {

          font-size: 1.5rem;

        }

        p {

          font-size: 0.95rem;

        }

      }

    </style>

  </head>

  <body>

    <div class="container">

      <!-- HERO SECTION -->

      <h1>Fueling Transportation Innovation</h1>

      <p class="subtitle">

        YPF built a data-driven, digital foundation to automate and optimize

        transportation logistics and supply customers with the fuel they need

        every day.

      </p>

      <div class="meta-info">

        <span> Digital Transformation</span>

        <span> Oil & Gas</span>

      </div>

      <img

        src="https://images.unsplash.com/photo-1613490493576-7fde63acd811?auto=format&fit=crop&w=1200&q=80"

        alt="Fuel Truck"

        class="hero-img"

      />

      <!-- CALL FOR CHANGE -->

      <h2>Call for Change</h2>

      <p>

        In the Oil and Gas industry, transportation is crucial to ensuring the

        consistent flow of petroleum products that supply gas stations and

        essential services.

      </p>

      <p>

        This is especially true for Argentine company YPF, which has to reach

        thousands of fuel stations and clients each day. Timely transportation

        of its products is vital and complex, especially given the additional

        imperatives of minimizing its carbon footprint, ensuring the safe

        planning of each trip, and being more efficient.

      </p>

      <p>

        The company needed to make the planning and scheduling of downstream

        transportation faster and more efficient. YPF knew that a strong,

        data-driven, digital foundation would be essential to achieving this

        ambition—powered by a platform that would deliver greater information,

        insights, and decision making.

      </p>

      <div class="video-section">

        <img

          src="https://images.unsplash.com/photo-1600783245997-1d2e3c1e26f0?auto=format&fit=crop&w=1200&q=80"

          alt="Transportation Innovation"

        />

        <button class="play-button">▶</button>

      </div>

      <!-- NEW SECTION -->

      <h2>Driving Results with Innovation</h2>

      <p>

        With a robust digital platform in place, YPF successfully streamlined

        its transportation operations. The new solution enabled real-time

        visibility into logistics, predictive route planning, and smarter fuel

        delivery decisions across thousands of destinations.

      </p>

      <img

        src="https://images.unsplash.com/photo-1581094475223-2c4f6f5b27e8?auto=format&fit=crop&w=1200&q=80"

        alt="Innovation Results"

        class="section-img"

      />

      <!-- ACCORDION SECTION -->

      <div class="accordion">

        <div class="accordion-item">

          <div class="accordion-header">1. Key Challenge</div>

          <div class="accordion-content">

            <p>

              Managing thousands of deliveries daily while reducing fuel waste

              and carbon emissions presented a major challenge that required a

              smarter, data-centric approach.

            </p>

          </div>

        </div>

        <div class="accordion-item">

          <div class="accordion-header">2. The Digital Solution</div>

          <div class="accordion-content">

            <p>

              YPF implemented an AI-driven platform that provided predictive

              analytics, optimized scheduling, and automated route management.

            </p>

          </div>

        </div>

        <div class="accordion-item">

          <div class="accordion-header">3. Business Impact</div>

          <div class="accordion-content">

            <p>

              Efficiency improved by 25%, operational costs dropped, and

              environmental impact was significantly reduced thanks to data-led

              decisions.

            </p>

          </div>

        </div>

      </div>

    </div>

    <script>

      // Accordion Functionality

      const accordions = document.querySelectorAll(".accordion-header");

      accordions.forEach((header) => {

        header.addEventListener("click", () => {

          const item = header.parentElement;

          item.classList.toggle("active");

        });

      });

    </script>

  </body>

</html>

**Live interviews**<!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="UTF-8">

    <meta name="viewport" content="width=device-width, initial-scale=1.0">

    <title>3M: Digitizing Marketing and Sales for Growth</title>

    <link href="https://fonts.googleapis.com/css2?family=Roboto:wght@300;400;700;900&display=swap" rel="stylesheet">

    <style>

        /\* Basic Reset and Global Styles \*/

        :root {

            --color-text-dark: #000000;

            --color-text-light: #555555;

            --color-background-white: #ffffff;

            --max-width: 1100px;

        }

        /\* Using a robust, modern sans-serif font stack \*/

        body {

            font-family: 'Roboto', -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, "Helvetica Neue", Arial, sans-serif;

            line-height: 1.6;

            color: var(--color-text-dark);

            margin: 0;

            padding: 0;

            /\* --- SOLID WHITE BACKGROUND APPLIED HERE --- \*/

            background-color: var(--color-background-white);

            /\* Removed the linear-gradient split \*/

        }

        .content-container {

            max-width: var(--max-width);

            margin: 0 auto;

            padding: 0 20px;

        }

        /\* --- Header Styling --- \*/

        .page-header {

            padding-top: 40px;

            padding-bottom: 30px;

        }

        .live-interview-tag {

            font-size: 0.8rem;

            font-weight: 700;

            letter-spacing: 2px;

            margin-bottom: 10px;

            color: var(--color-text-light);

            text-transform: uppercase;

        }

        h1 {

            font-size: clamp(2rem, 5vw, 3.5rem);

            font-weight: 900;

            line-height: 1.1;

            margin-top: 0;

            margin-bottom: 15px;

        }

        .subtitle {

            font-size: 1.2rem;

            font-weight: 400;

            margin-bottom: 25px;

            color: var(--color-text-light);

        }

        .metadata {

            font-size: 0.9rem;

            margin-bottom: 30px;

            display: flex;

            gap: 20px;

            flex-wrap: wrap; /\* Allows elements to wrap to next line \*/

        }

        .metadata strong {

            /\* Removed as per request, but keeping the CSS rule structure just in case it's needed later \*/

            font-weight: 400;

            color: var(--color-text-dark);

        }

        /\* --- NEW STYLES FOR DATE LINE BREAK --- \*/

        .metadata .date {

            display: block; /\* Make it a block element to force a new line \*/

            width: 100%; /\* Ensure it takes full width, confirming the line break \*/

            margin-top: 10px; /\* Add space between the categories and the date \*/

        }

        /\* --- END NEW STYLES --- \*/

        /\* Custom HR Separator \*/

        .hr-separator {

            border: none;

            height: 4px;

            margin-bottom: 30px;

            /\* Using the requested colors for the visual separator \*/

            background: linear-gradient(to right, #9504e8 30%, #ffffff 30%);

        }

        /\* Button Styling (Primary - Download) \*/

        .btn {

            text-decoration: none;

            padding: 12px 25px;

            border-radius: 4px;

            font-weight: 700;

            text-transform: uppercase;

            font-size: 0.9rem;

            display: inline-flex;

            align-items: center;

            gap: 8px;

            transition: background-color 0.2s, border-color 0.2s;

        }

        .primary-btn {

            background-color: var(--color-text-dark);

            color: var(--color-background-white);

            border: 2px solid var(--color-text-dark);

        }

        .primary-btn:hover {

            background-color: #333;

        }

        /\* --- Main Content Styling --- \*/

        main {

            padding-bottom: 60px;

        }

        .interview-text {

            margin-bottom: 40px;

        }

        .interview-text h2 {

            font-size: clamp(1.8rem, 4vw, 2.5rem);

            font-weight: 900;

            margin-top: 0;

            margin-bottom: 20px;

        }

        .interview-text p {

            font-size: 1.1rem;

            margin-bottom: 20px;

        }

        .interview-text p:first-of-type {

            font-weight: 500; /\* Slightly bolder for the introductory paragraph \*/

        }

        /\* Action Buttons (Secondary) - CSS retained but HTML element removed \*/

        .action-buttons {

            display: flex;

            flex-wrap: wrap;

            gap: 15px;

            margin-bottom: 60px;

        }

        .secondary-btn {

            background-color: transparent;

            color: var(--color-text-dark);

            border: 2px solid var(--color-text-dark);

        }

        .secondary-btn:hover {

            background-color: #f0f0f0;

        }

        /\* --- Pull Quote Section --- \*/

        .pull-quote-section {

            display: flex;

            flex-direction: column; /\* Default stack on top of each other \*/

            align-items: flex-start;

            gap: 40px;

            padding-top: 40px;

            border-top: 1px solid #eee; /\* Subtle separator \*/

            margin-bottom: 60px; /\* Space before the new section \*/

        }

        .speaker-image {

            /\* To mimic the original design's proportion \*/

            width: 100%;

            max-width: 300px;

            flex-shrink: 0;

        }

        .speaker-image img {

            display: block;

            width: 100%;

            height: auto;

            object-fit: cover;

        }

        .pull-quote-content {

            flex-grow: 1;

            color: var(--color-text-dark); /\* Keeps it dark on white background \*/

        }

        .pull-quote {

            font-size: clamp(1.5rem, 5vw, 2.8rem);

            font-weight: 900;

            line-height: 1.25;

            margin-top: 0;

            margin-bottom: 20px;

        }

        .quote-attribution {

            font-size: 0.9rem;

            font-weight: 700;

            color: var(--color-text-light);

            text-transform: uppercase;

        }

        /\* --- New Interview Content Styling --- \*/

        .full-interview-section {

            padding-top: 40px;

        }

        .full-interview-section > p:first-child {

            font-size: 1.1rem;

            font-weight: 700;

            margin-bottom: 40px;

        }

        .question-block {

            margin-bottom: 40px;

        }

        .question-block h3 {

            font-size: clamp(1.4rem, 3vw, 2rem);

            font-weight: 900;

            line-height: 1.3;

            margin-top: 0;

            margin-bottom: 15px;

        }

        .question-block .speaker-response {

            font-size: 1.1rem;

            margin-bottom: 20px;

        }

        .question-block .speaker-response strong {

            font-weight: 700;

        }

        /\* --- Responsive Design (Tablet/Desktop) --- \*/

        @media (min-width: 768px) {

            .page-header {

                padding-top: 60px;

            }

            /\* Side-by-side layout for pull quote \*/

            .pull-quote-section {

                flex-direction: row;

                align-items: center;

                gap: 80px;

            }

            .speaker-image {

                /\* Adjust for desktop layout \*/

                width: 300px;

            }

        }

    </style>

</head>

<body>

    <header class="page-header">

        <div class="content-container">

            <p class="live-interview-tag">LIVE INTERVIEW</p>

            <h1>3M: Digitizing marketing and sales for growth</h1>

            <p class="subtitle">An interview with \*\*David Crist, SVP & CMO at 3M’s Safety and Industrial Business Group (SIBG)\*\*</p>

            <div class="metadata">

                <!-- MODIFIED SECTION: Only values remain, no labels -->

                <span>Digital Transformation</span>

                <span>Manufacturing & Industrial</span>

                <!-- DATE remains block element for line break -->

                <span class="date">FEBRUARY 22, 2022</span>

            </div>

            <!-- Custom HR Separator -->

            <hr class="hr-separator">

            <a href="#" class="btn primary-btn download-btn">

                Download the full interview &darr;

            </a>

        </div>

    </header>

    <main>

        <div class="content-container">

            <section class="interview-text">

                <h2>In conversation with 3M's SVP & CMO, David Crist</h2>

                <p>US multinational \*\*3M\*\* is more than 100 years old. Yet its business has evolved faster in the past two years than the two before as it looks to harness business change to drive growth. A new, digitally driven focus on marketing is spearheaded by David Crist, SVP & CMO at 3M's Safety and Industrial Business Group (SIBG).</p>

                <p>"I'm really excited about taking marketing to a new level of contribution to the company," says Crist. \*\*"What excites me is the opportunity for marketing—combined with data, ecommerce, and digitization—to become an equal partner at 3M."\*\*</p>

                <p>From personalization to the power of brand and analytics, Crist explores a whole new world of \*\*digital-first marketing\*\* at the iconic company.</p>

            </section>

            <!-- REMOVED: div.action-buttons containing the two secondary buttons -->

            <section class="pull-quote-section">

                <div class="speaker-image">

                    <img src="path/to/david\_crist\_image.jpg" alt="David Crist, SVP & CMO at 3M’s Safety and Industrial Business Group (SIBG)">

                </div>

                <div class="pull-quote-content">

                    <p class="pull-quote">“When the pandemic hit, it enabled us to see a much bigger future, faster as everything leapfrogged into the digital world.”</p>

                    <p class="quote-attribution">DAVID CRIST / SVP & CMO, 3M’s Safety and Industrial Business Group (SIBG)</p>

                </div>

            </section>

        </div>

        <section class="full-interview-section">

            <div class="content-container">

                <p>In this edition</p>

                <div class="question-block">

                    <h3>Accenture: How does your approach to data and customer insights relate to your growth agenda?</h3>

                    <p class="speaker-response">David Crist: Tying data and technology into everything we do at 3M is the key cornerstone of how we’re repositioning marketing and sales. We’re becoming much more data oriented, and our portfolios are being prioritized based on growth profiles. We focus on those business activities that have the greatest share, penetration, and growth opportunity, along with new product development, because that’s our sweet spot. As we get more data from more resources, we will start to build up our own data analytics group to uncover what’s working and what’s not in real time—both for our portfolio and channel partners as well as our sales teams. Then we can continue to refine our marketing activities.</p>

                    <p class="speaker-response">We’re at the beginning stages of this process, but it’s going to help us be more targeted in how we drive our business and portfolio priorities as well as growth agenda.</p>

                </div>

                <div class="question-block">

                    <h3>Accenture: 3M recently announced a billion-dollar investment over 20 years to accelerate environmental goals, including achieving carbon neutrality by 2050. How do you and your team in SIBG contribute to that ambition?</h3>

                    <p class="speaker-response">David Crist: There is a whole team working on this because sustainability goes far beyond marketing. We’re thinking of new product introductions that are sustainable and that will resonate with our customers. As we come out of the pandemic and supply chains open up, marketing will play a key role in driving sustainable products through our effective demand generation programs. Highlighting sustainability and driving towards more sustainable products is incredibly important.</p>

                    <p class="speaker-response">Sustainability is core to our future, how we think about new and current products, and how we evolve our portfolio and long-standing commitment.</p>

                </div>

                <div class="question-block">

                    <h3>Accenture: What emerging trends will be game changers in the next few years for the industry & 3M?</h3>

                    <p class="speaker-response">David Crist: One of the key things we’re focusing on is the advancements in analytics and mining more data sources, to give us the opportunity to discover new customer needs. Insights are key and it will be exciting to see what comes from analyzing not only customer needs, but also effective commercialization strategies.</p>

                    <p class="speaker-response">\*\*Personalization\*\* and \*\*self-serve digital experiences\*\* is another area we’re driving. There are obvious benefits to further reach our target audiences in a more efficient and personalized manner and digital will drive that. We continue to build self-serve digital experiences to better serve our customers, with a shift to more online ordering options and helping customers and end users find the right solutions for their needs. It’s a challenge that our internal teams are excited to work on because it will make for a much better customer experience.</p>

                </div>

                <div class="question-block">

                    <h3>Accenture: What inspires you most?</h3>

                    <p class="speaker-response">David Crist: What excites me is the opportunity for marketing—combined with \*\*data, ecommerce, and digitization\*\*—to become an equal partner, and to help all our marketing people drive that. I believe it’s been an under-valued function within 3M. The way we’re approaching it now, with 3M’s evolved business model, gives me great hope and excitement about what we can do to bring the “third M”, \*\*marketing\*\*, into more focus to help drive growth.</p>

                </div>

            </div>

        </section>

    </main>

</body>

</html>

**Dashboard.html**<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<title>Dashboard</title>

<link href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.5.0/css/all.min.css" rel="stylesheet"/>

<link href="https://fonts.googleapis.com/css2?family=Poppins:wght@400;600&display=swap" rel="stylesheet"/>

<style>

  body { font-family: "Poppins", sans-serif; background:#f5f6fa; margin:0; padding:0; color:#333; display:flex;}

  .sidebar { width:220px; background:#2c3e50; color:#fff; min-height:100vh; padding:2rem 1rem; box-sizing:border-box;}

  .sidebar h2 { margin-top:0; margin-bottom:2rem; font-size:1.5rem; text-align:center;}

  .sidebar ul { list-style:none; padding:0; margin:0;}

  .sidebar ul li { margin-bottom:1.2rem;}

  .sidebar ul li a { color:#fff; text-decoration:none; font-size:1rem; display:flex; align-items:center; gap:0.8rem; padding:0.5rem 0.8rem; border-radius:6px; transition:background 0.2s;}

  .sidebar ul li a:hover { background:#34495e;}

  .main-content { flex:1; padding:2rem;}

    .sidebar h2 a{

     text-decoration: none;

     color: #fff;

    }

</style>

</head>

<body>

<div class="sidebar">

  <h2><a href="dashboard.html">Dashboard</a></h2>

  <ul>

    <li><a href="insights.html"><i class="fa-solid fa-chart-line"></i> Insights</a></li>

    <li><a href="#"><i class="fa-solid fa-briefcase"></i> Job Openings</a></li>

    <li><a href="#"><i class="fa-solid fa-folder-open"></i> Our Work</a></li>

  </ul>

</div>

</body>

</html>

**Insights.html**<!DOCTYPE html>

<html lang="en">

<head>

  <meta charset="UTF-8" />

  <meta name="viewport" content="width=device-width, initial-scale=1.0" />

  <title>Insights</title>

  <!-- Font Awesome for icons -->

  <link

    href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.5.0/css/all.min.css"

    rel="stylesheet"

  />

  <link

    href="https://fonts.googleapis.com/css2?family=Poppins:wght@400;600&display=swap"

    rel="stylesheet"

  />

  <style>

    body {

      font-family: "Poppins", sans-serif;

      background: #f5f6fa;

      margin: 0;

      padding: 0;

      color: #333;

      display: flex;

    }

    /\* Sidebar \*/

    .sidebar {

      width: 220px;

      background: #2c3e50;

      color: #fff;

      min-height: 100vh;

      padding: 2rem 1rem;

      box-sizing: border-box;

    }

    .sidebar h2 {

      margin-top: 0;

      margin-bottom: 2rem;

      font-size: 1.5rem;

      text-align: center;

    }

      .sidebar h2 a{

     text-decoration: none;

     color: #fff;

    }

    .sidebar ul {

      list-style: none;

      padding: 0;

      margin: 0;

    }

    .sidebar ul li {

      margin-bottom: 1.2rem;

    }

    .sidebar ul li a {

      color: #fff;

      text-decoration: none;

      font-size: 1rem;

      display: flex;

      align-items: center;

      gap: 0.8rem;

      padding: 0.5rem 0.8rem;

      border-radius: 6px;

      transition: background 0.2s;

    }

    .sidebar ul li a:hover {

      background: #34495e;

    }

    /\* Main content \*/

    .main-content {

      flex: 1;

      padding: 2rem;

    }

    .card {

      background: #fff;

      border-radius: 10px;

      padding: 1.5rem;

      box-shadow: 0 5px 15px rgba(0,0,0,0.05);

    }

    /\* Title row \*/

    .title-row {

      display: flex;

      justify-content: space-between;

      align-items: center;

      flex-wrap: wrap;

      margin-bottom: 1.5rem;

    }

    .title-row h2 {

      margin: 0;

      font-size: 1.8rem;

    }

    .add-btn {

      color: #000;

      border: none;

      border-radius: 8px;

      padding: 0.6rem 1.2rem;

      font-weight: 600;

      font-size: 1rem;

      cursor: pointer;

      transition: 0.2s;

    }

    .top-controls, .filters, .pagination, table {

      margin-top: 1rem;

    }

    /\* Reuse your existing styles here... \*/

    .top-controls { display: flex; justify-content: space-between; flex-wrap: wrap; gap: 1rem; }

    .left-icon { position: relative; }

    .icon-btn { background: #fff; border: 1px solid #ccc; border-radius: 8px; padding: 0.6rem 0.8rem; cursor: pointer; }

    .tooltip { position: absolute; top: 110%; left: 0; background: #333; color: #fff; padding: 0.6rem 1rem; border-radius: 6px; font-size: 0.85rem; opacity: 0; pointer-events: none; transform: translateY(-5px); transition: all 0.3s ease; z-index: 5; }

    .left-icon:hover .tooltip { opacity: 1; transform: translateY(0); }

    .right-controls { display: flex; align-items: center; gap: 0.5rem; flex-wrap: wrap; }

    .right-controls button { color: #000; border: none; border-radius: 8px; padding: 0.5rem 1rem; cursor: pointer; }

    .right-controls input { padding: 0.5rem; border-radius: 8px; border: 1px solid #ccc; max-width: 200px; }

    .filters { display: flex; flex-wrap: wrap; gap: 1rem; align-items: center; }

    .filters select, .filters input { padding: 0.5rem; border-radius: 8px; border: 1px solid #ccc; flex: 1; min-width: 150px; }

    .filters .actions { display: flex; gap: 0.5rem; }

    .filters .actions button { padding: 0.5rem 0.8rem; border: none; border-radius: 8px; cursor: pointer; font-size: 1rem; color: #fff; }

    .filters .actions .yes { background: #28a745; }

    .filters .actions .no { background: #dc3545; }

    table { width: 100%; border-collapse: collapse; margin-top: 1rem; }

    table th, table td { padding: 0.8rem 1rem; text-align: left; border-bottom: 1px solid #eee; }

    table th { background: #f1f1f1; font-weight: 600; }

    .pagination { display: flex; justify-content: space-between; align-items: center; flex-wrap: wrap; gap: 1rem; margin-top: 1rem; }

    .pagination select { padding: 0.4rem; border-radius: 5px; }

    .pagination button { color: #000; border: none; padding: 0.5rem 1rem; border-radius: 5px; cursor: pointer; }

    /\* Responsive \*/

    @media(max-width: 768px) {

      body { flex-direction: column; }

      .sidebar { width: 100%; min-height: auto; padding: 1rem; display: flex; justify-content: space-around; }

      .main-content { padding: 1rem; }

    }

  </style>

</head>

<body>

  <!-- Sidebar -->

  <div class="sidebar">

    <h2><a href="dashboard.html">Dashboard</a></h2>

    <ul>

      <li><a href="#"><i class="fa-solid fa-chart-line"></i> Insights</a></li>

      <li><a href="#"><i class="fa-solid fa-briefcase"></i> Job Openings</a></li>

      <li><a href="#"><i class="fa-solid fa-folder-open"></i> Our Work</a></li>

    </ul>

  </div>

  <!-- Main Content -->

  <div class="main-content">

    <div class="card">

      <!-- First row: Title + Add button -->

      <div class="title-row">

        <h2>Insights</h2>

        <button class="add-btn" onclick="window.location.href='form.html'">+ Add</button>

      </div>

      <!-- Second row -->

      <div class="top-controls">

        <div class="left-icon">

          <button class="icon-btn">

            <i class="fa-solid fa-table-cells-large"></i>

          </button>

          <div class="tooltip">ID, Title, Client, Start Date, Deadline, Progress, Status</div>

        </div>

        <div class="right-controls">

          <button>Excel</button>

          <button>Print</button>

          <input type="text" placeholder="Search..." />

        </div>

      </div>

      <!-- Third row -->

      <div class="filters">

        <select>

          <option>Blogs</option>

          <option>Case Studies</option>

          <option>Live Inteviews</option>

          <option>News Article</option>

          <option>Perspective</option>

          <option>Podcast</option>

           <option>Research Repo</option>

        </select>

        <input type="date" placeholder="Start Date">

        <input type="date" placeholder="Deadline">

        <select>

          <option>Status</option>

          <option>Active</option>

          <option>Completed</option>

        </select>

        <div class="actions">

          <button class="yes"><i class="fa-solid fa-check"></i></button>

          <button class="no"><i class="fa-solid fa-xmark"></i></button>

        </div>

      </div>

      <!-- Table -->

      <table>

        <thead>

          <tr>

            <th>ID</th>

            <th>Title</th>

            <th>Client</th>

            <th>Start date</th>

            <th>Deadline</th>

            <th>Progress</th>

            <th>Status</th>

          </tr>

        </thead>

        <tbody>

          <tr>

            <td colspan="7" style="text-align:center;">No record found.</td>

          </tr>

        </tbody>

      </table>

      <!-- Pagination -->

      <div class="pagination">

        <div>

          Show

          <select>

            <option>10</option>

            <option>20</option>

            <option>50</option>

          </select>

          entries

        </div>

        <div>

          <button>&lt;</button>

          <button>&gt;</button>

        </div>

      </div>

    </div>

  </div>

</body>

</html>

**Forms.html**<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<title>Content Management Form</title>

<style>

body { font-family: "Poppins", sans-serif; background:#f1f3f6; margin:0; padding:0; color:#222; }

h2 { text-align:center; color:#000; margin-bottom:1.5rem; }

form { max-width:900px; background:white; margin:2rem auto; padding:2rem; border-radius:12px; box-shadow:0 4px 14px rgba(0,0,0,0.08);}

.filter-bar { display:grid; grid-template-columns:repeat(auto-fit, minmax(250px,1fr)); gap:15px; margin-bottom:15px; }

.filter-item { background:#fff; border:1px solid #ccc; border-radius:8px; cursor:pointer; padding:15px; display:flex; justify-content:space-between; align-items:center; font-weight:600; color:#000; }

.filter-item:hover { box-shadow:0 4px 10px rgba(0,0,0,0.1);}

.filter-item .toggle { font-size:20px; font-weight:bold; transition:0.3s; }

.expanded-row { display:none; margin-bottom:20px; padding:15px; border:1px solid #ddd; border-radius:8px; background:#f7f9fb; display:grid; grid-template-columns:repeat(auto-fit, minmax(150px,1fr)); gap:10px;}

.expanded-row button { text-align:center; background:#fff; border:1px solid #000; border-radius:4px; padding:10px 5px; cursor:pointer; color:#000; width:100%; transition:0.2s; }

.expanded-row button.active, .expanded-row button:hover { background:#000; color:#fff; }

/\* hide all content forms initially \*/

.content-form { display:none; }

label { font-weight:600; display:block; margin-top:1rem; margin-bottom:0.4rem; }

input[type="text"], input[type="date"], textarea, input[type="file"] { width:100%; padding:10px; border-radius:8px; border:1px solid #ccc; resize:vertical; font-size:15px;}

button[type="submit"], button { background:#000; color:white; border:none; padding:0.9rem 1.5rem; border-radius:25px; font-size:1rem; cursor:pointer; margin-top:1.5rem; width:100%; transition:0.3s;}

button[type="submit"]:hover, button:hover { background:#023e8a; }

.flex { display:flex; gap:1.5rem; flex-wrap:wrap; align-items:flex-start; margin-bottom:1rem;}

.half { flex:1; min-width:300px; }

.accordion-group { margin-top: 15px; border-top: 1px solid #eee; padding-top:10px; }

.accordion-group h3 { font-size: 1rem; color:#444; margin-bottom:8px; }

/\* Live Interview Styles \*/

.interview-block { border:1px solid #ddd; padding:15px; border-radius:8px; background:#fafafa; margin-bottom:20px; }

.question-block { border:1px dashed #ccc; padding:10px; border-radius:6px; margin-top:10px; background:#fff; }

.inline { display:flex; gap:20px; flex-wrap:wrap; }

.inline div { flex:1; }

.add-question { background:#9504e8; color:#fff; padding:10px 15px; margin-top:10px; border-radius:6px; cursor:pointer; }

.add-question:hover { background:#7b03c4; }

@media(max-width:600px){ form { padding:1.5rem; } }

</style>

</head>

<body>

<h2>Add Content</h2>

<!-- FILTER BOXES -->

<div class="container filter-bar">

  <div class="filter-item" data-content="topic">Topic <span class="toggle">+</span></div>

  <div class="filter-item" data-content="industry">Industry <span class="toggle">+</span></div>

  <div class="filter-item" data-content="content">Content Type <span class="toggle">+</span></div>

</div>

<div class="expanded-row" id="expandedRow"></div>

<!-- CASE STUDY FORM -->

<form id="CaseStudyForm" class="content-form">

  <h2>Case Study Form</h2>

  <label>Main Heading (H1)</label>

  <input type="text" id="main-heading" placeholder="Enter main heading" />

  <label>Subtitle Paragraph</label>

  <textarea id="subtitle" placeholder="Enter subtitle paragraph"></textarea>

  <label>Topic</label>

  <input type="text" id="topic-cs" placeholder="Enter topic" />

  <label>Industry</label>

  <input type="text" id="industry-cs" placeholder="Enter industry" />

  <label>Image</label>

  <input type="file" id="hero-img" accept="image/\*" />

  <label>Section 1 Heading (H2)</label>

  <input type="text" id="sec1-heading" placeholder="Enter section 1 heading" />

  <label>Section 1 Paragraphs (comma-separated)</label>

  <textarea id="sec1-paras" placeholder="Enter paragraphs separated by commas"></textarea>

  <label>Section 2 Heading (H2)</label>

  <input type="text" id="sec2-heading" placeholder="Enter section 2 heading" />

  <label>Section 2 Paragraphs (comma-separated)</label>

  <textarea id="sec2-paras" placeholder="Enter paragraphs separated by commas"></textarea>

  <label>Section 2 Image</label>

  <input type="file" id="sec2-img" accept="image/\*" />

  <label>Accordion 1 Header</label>

  <input type="text" id="acc1-header" placeholder="Enter header" />

  <label>Accordion 1 Content</label>

  <textarea id="acc1-content" placeholder="Enter content"></textarea>

  <label>Accordion 2 Header</label>

  <input type="text" id="acc2-header" placeholder="Enter header" />

  <label>Accordion 2 Content</label>

  <textarea id="acc2-content" placeholder="Enter content"></textarea>

  <label>Accordion 3 Header</label>

  <input type="text" id="acc3-header" placeholder="Enter header" />

  <label>Accordion 3 Content</label>

  <textarea id="acc3-content" placeholder="Enter content"></textarea>

  <button type="button" onclick="submitCaseStudy()">Submit Case Study</button>

</form>

<!-- BLOG FORM -->

<form id="BlogForm" class="content-form">

  <h2>Add Blog</h2>

  <label>Title</label>

  <input type="text" id="title" placeholder="Enter main title" required />

  <label>Topic</label>

  <input type="text" id="topic-blog" placeholder="Select topic from filter above" required />

  <label>Industry</label>

  <input type="text" id="industry-blog" placeholder="Select industry from filter above" required />

  <label>Date</label>

  <input type="date" id="date" required />

  <label>Intro Paragraph</label>

  <textarea id="intro" placeholder="Write introduction..." required></textarea>

  <label>Section Heading</label>

  <input type="text" id="sub1" placeholder="Enter section title" required />

  <label>Paragraphs under Section</label>

  <textarea id="para1" placeholder="Write section content..." required></textarea>

  <label>Upload Image</label>

  <input type="file" id="imageUpload" accept="image/\*" required />

  <label>Paragraph after Image</label>

  <textarea id="para2" placeholder="Write content after image..." required></textarea>

  <label>Upload Video</label>

  <input type="file" id="videoUpload" accept="video/\*" required />

  <label>Final Paragraph</label>

  <textarea id="finalPara" placeholder="Write final paragraph..." required></textarea>

  <h3>Accordion Sections (4)</h3>

  <div class="accordion-group">

    <h3>Accordion 1</h3>

    <label>Title</label>

    <input type="text" placeholder="Accordion 1 Title" required />

    <label>Content</label>

    <textarea placeholder="Accordion 1 Content" required></textarea>

  </div>

  <div class="accordion-group">

    <h3>Accordion 2</h3>

    <label>Title</label>

    <input type="text" placeholder="Accordion 2 Title" required />

    <label>Content</label>

    <textarea placeholder="Accordion 2 Content" required></textarea>

  </div>

  <div class="accordion-group">

    <h3>Accordion 3</h3>

    <label>Title</label>

    <input type="text" placeholder="Accordion 3 Title" required />

    <label>Content</label>

    <textarea placeholder="Accordion 3 Content" required></textarea>

  </div>

  <div class="accordion-group">

    <h3>Accordion 4</h3>

    <label>Title</label>

    <input type="text" placeholder="Accordion 4 Title" required />

    <label>Content</label>

    <textarea placeholder="Accordion 4 Content" required></textarea>

  </div>

  <button type="submit">Submit Blog</button>

</form>

<!-- LIVE INTERVIEW FORM -->

<form id="LiveInterviewForm" class="content-form">

  <h2>Live Interview Form</h2>

  <div class="">

    <label>Interview Title</label>

    <input type="text" name="live-title" placeholder="Enter Interview Title">

     <div>

      <label>Topic</label>

      <input type="text" id="topic-live" class="auto-topic" readonly>

    </div>

    <div>

      <label>Industry</label>

      <input type="text" id="industry-live" class="auto-industry" readonly>

    </div>

    <label>Interviewee Name</label>

    <input type="text" name="live-interviewee" placeholder="Enter Interviewee Name">

    <label>Upload Image</label>

    <input type="file" name="live-image" accept="image/\*">

    <label>Quote / Highlight</label>

    <textarea name="live-quote" placeholder="Enter a key quote or highlight"></textarea>

    <h4>Questions & Answers</h4>

    <div class="question-container">

      <div class="question-block">

        <label>Question 1</label>

        <input type="text" name="question1" placeholder="Enter Question">

        <label>Answer 1</label>

        <textarea name="answer1" placeholder="Enter Answer"></textarea>

      </div>

    </div>

    <button type="button" class="add-question">+ Add Another Question</button>

  </div>

  <button type="submit" class="submit-btn">Submit Live Interview</button>

</form>

<!-- NEWS ARTICLE FORM -->

<form id="NewsArticleForm" class="content-form">

  <h2>News Article Form</h2>

  <label>Title</label><input type="text" placeholder="Title">

  <label>Topic</label><input type="text" class="auto-topic" readonly>

  <label>Industry</label><input type="text" class="auto-industry" readonly>

  <label>Date</label><input type="date">

  <label>Content</label><textarea placeholder="Write article..."></textarea>

  <button type="submit">Submit News Article</button>

</form>

<!-- PERSPECTIVE FORM -->

<form id="PerspectiveForm" class="content-form">

  <h2>Perspective Form</h2>

  <label>Title</label><input type="text" placeholder="Title">

  <label>Topic</label><input type="text" class="auto-topic" readonly>

  <label>Industry</label><input type="text" class="auto-industry" readonly>

  <label>Date</label><input type="date">

  <label>Content</label><textarea placeholder="Write perspective..."></textarea>

  <button type="submit">Submit Perspective</button>

</form>

<!-- PODCAST FORM -->

<form id="PodcastForm" class="content-form">

  <h2>Podcast Form</h2>

  <label>Title</label><input type="text" placeholder="Podcast Title">

  <label>Topic</label><input type="text" class="auto-topic" readonly>

  <label>Industry</label><input type="text" class="auto-industry" readonly>

  <label>Guest Name</label><input type="text" placeholder="Enter Guest Name">

  <label>Audio File</label><input type="file" accept="audio/\*">

  <label>Show Notes</label><textarea placeholder="Write show notes..."></textarea>

  <button type="submit">Submit Podcast</button>

</form>

<!-- RESEARCH REPO FORM -->

<form id="ResearchRepoForm" class="content-form">

  <h2>Research Repo Form</h2>

  <label>Title</label><input type="text" placeholder="Title">

  <label>Topic</label><input type="text" class="auto-topic" readonly>

  <label>Industry</label><input type="text" class="auto-industry" readonly>

  <label>Date</label><input type="date">

  <label>Document Upload</label><input type="file" accept=".pdf,.doc,.docx">

  <label>Summary</label><textarea placeholder="Write summary..."></textarea>

  <button type="submit">Submit Research Repo</button>

</form>

<script>

const filterData = {

  topic: ["AI & Data Analytics","Cloud Services","Cyber Security","Web & Mobile Apps","Marketing & Experience","Tech Consulting","VFX & Game Design"],

  industry: ["Aerospace & Defense","Automotive","Banking","Chemicals","Communications & Media","Consumer Goods & Services","Health","Industrial","Insurance","Life Sciences","Natural Resources","Private Equity","Public Service","Retail","Software & Platforms","Travel","Utilities"],

  content: ["Blog","Case Study","Live Interview","News Article","Perspective","Podcast","Research Repo"]

};

const filterItems = document.querySelectorAll('.filter-item');

const expandedRow = document.getElementById('expandedRow');

const contentForms = {

  "Blog": document.getElementById("BlogForm"),

  "Case Study": document.getElementById("CaseStudyForm"),

  "Live Interview": document.getElementById("LiveInterviewForm"),

  "News Article": document.getElementById("NewsArticleForm"),

  "Perspective": document.getElementById("PerspectiveForm"),

  "Podcast": document.getElementById("PodcastForm"),

  "Research Repo": document.getElementById("ResearchRepoForm")

};

filterItems.forEach(item => {

  item.addEventListener('click', ()=> {

    const type = item.dataset.content;

    const isOpen = expandedRow.style.display==='grid' && expandedRow.dataset.type===type;

    if(isOpen){

      expandedRow.style.display='none';

      item.querySelector('.toggle').textContent='+';

      expandedRow.dataset.type='';

      return;

    }

    filterItems.forEach(i=>i.querySelector('.toggle').textContent='+');

    item.querySelector('.toggle').textContent='-';

    expandedRow.innerHTML='';

    filterData[type].forEach(name => {

      const btn = document.createElement('button');

      btn.type='button';

      btn.textContent = name;

      if(type === 'content'){

        btn.addEventListener('click', ()=>{

          Object.values(contentForms).forEach(f=>f.style.display='none');

          contentForms[name].style.display='block';

          expandedRow.querySelectorAll('button').forEach(b=>b.classList.remove('active'));

          btn.classList.add('active');

        });

      } else {

        btn.addEventListener('click', ()=>{

          btn.classList.toggle('active');

          if(type === 'topic') {

            document.querySelectorAll('.auto-topic').forEach(el => el.value = name);

            document.getElementById('topic-cs').value = name;

            document.getElementById('topic-blog').value = name;

          }

          if(type === 'industry') {

            document.querySelectorAll('.auto-industry').forEach(el => el.value = name);

            document.getElementById('industry-cs').value = name;

            document.getElementById('industry-blog').value = name;

          }

        });

      }

      expandedRow.appendChild(btn);

    });

    expandedRow.style.display='grid';

    expandedRow.dataset.type=type;

  });

});

// Case Study submit

function submitCaseStudy() {

  const data = {

    topic: document.getElementById("topic-cs").value,

    industry: document.getElementById("industry-cs").value,

    image: document.getElementById("hero-img").files[0]?.name || "",

    mainHeading: document.getElementById("main-heading").value,

    subtitle: document.getElementById("subtitle").value,

    section1: {

      heading: document.getElementById("sec1-heading").value,

      paragraphs: document.getElementById("sec1-paras").value.split(",").map(p => p.trim())

    },

    section2: {

      heading: document.getElementById("sec2-heading").value,

      paragraphs: document.getElementById("sec2-paras").value.split

      (",").map(p => p.trim()),

      image: document.getElementById("sec2-img").files[0]?.name || ""

    },

    accordions: [

      { header: document.getElementById("acc1-header").value, content: document.getElementById("acc1-content").value },

      { header: document.getElementById("acc2-header").value, content: document.getElementById("acc2-content").value },

      { header: document.getElementById("acc3-header").value, content: document.getElementById("acc3-content").value }

    ]

  };

  console.log(data);

  alert("Case Study data captured! Check console.");

}

// Live Interview Add Question Functionality

document.querySelectorAll('.add-question').forEach(btn => {

  btn.addEventListener('click', function() {

    const container = this.previousElementSibling; // question-container div

    const index = container.children.length + 1;

    const div = document.createElement('div');

    div.className = 'question-block';

    div.innerHTML = `

      <label>Question ${index}</label>

      <input type="text" name="question${index}" placeholder="Enter Question">

      <label>Answer ${index}</label>

      <textarea name="answer${index}" placeholder="Enter Answer"></textarea>

    `;

    container.appendChild(div);

  });

});

// Optional: Submit Live Interview

document.getElementById('LiveInterviewForm').addEventListener('submit', function(e){

  e.preventDefault();

  const form = e.target;

  const data = {

    topic: form.querySelector('.auto-topic').value,

    industry: form.querySelector('.auto-industry').value,

    title: form.querySelector('input[name="live-title"]').value,

    interviewee: form.querySelector('input[name="live-interviewee"]').value,

    image: form.querySelector('input[name="live-image"]').files[0]?.name || "",

    quote: form.querySelector('textarea[name="live-quote"]').value,

    questions: []

  };

  form.querySelectorAll('.question-block').forEach((block, i) => {

    const question = block.querySelector(`input[name="question${i+1}"]`).value;

    const answer = block.querySelector(`textarea[name="answer${i+1}"]`).value;

    data.questions.push({ question, answer });

  });

  console.log(data);

  alert("Live Interview data captured! Check console.");

});

</script>

</body>

</html>