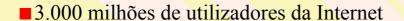
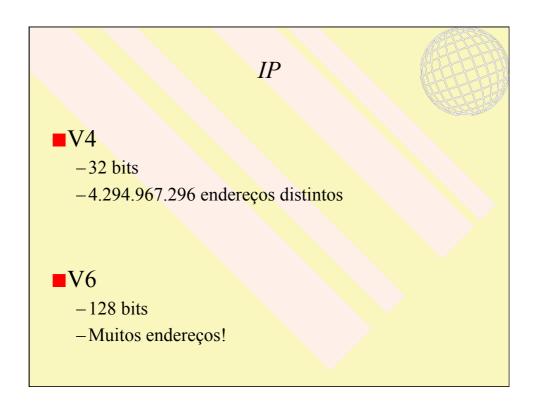


A crueza dos números



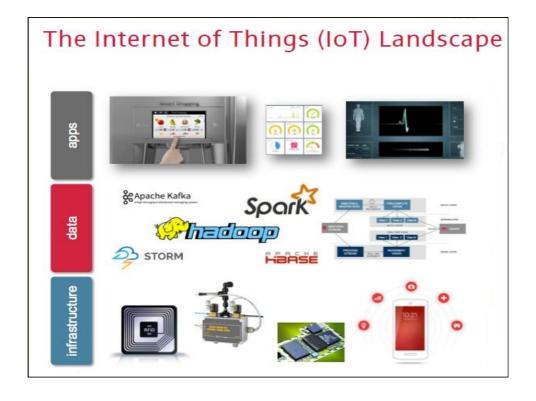
■Mas 4.000 milhões ainda não a usam ...



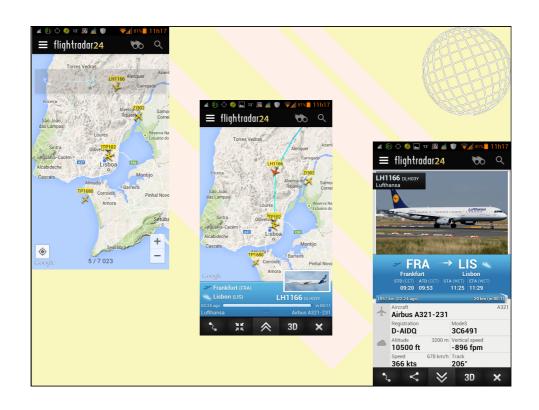


nformation technology is revolutionizing products. Once composed solely of mechanical and electrical parts, products have become complex systems that combine hardware, sensors, data storage, microprocessors, software, and connectivity in myriad ways. These "smart, connected products"—made possible by vast improvements in processing power and device miniaturization and by the network benefits of ubiquitous wireless connectivity—have unleashed a new era of competition.

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By Michael E. Porter and James E. Heppelmann







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