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IBM: Building a Smarter Planet (Interview with Sandy Dochan and Jeff Tieszen)

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Abstract

A candid discussion is presented with two IBM corporate managers regarding IBM's history and current involvement in sustainable global development. This frank interview travels from the roots of the organization through the changing leadership of today, explores dilemmas experienced and lessons learned, and identifies the challenges and successes of one of the largest multi-national corporate entities in the world marketplace.

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