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Summary: Emerging technologies are the future for many industries and will tranform many existing industries. As defined in the preface, "Wharton Emerging technologies Management Research Program was established in 1994 and was comprised of faculty and senior executives to analyze emerging tech and develop strategies for its success across all lines of an organization.

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Wharton on Managing Emerging Technologies, edited by marketing professor George S. Day, a founder of Wharton's Emerging Technologies Managing Research Program, and Paul J. H. Schoemaker, research director of the program, brings together insights from members of both academia and the business

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