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Abstract for an Invited Paper
for the MAR07 Meeting of
the American Physical Society

Entrepreneurism in Science Business: A Personal Case Study

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I'll talk about my personal journey from teenage particle physicist to 47-year-old running a company I founded 20 years ago (that happens right now to be poised on the brink of some very exciting developments). I'll talk about personal choices people make, and some of my observations from watching many peoples' careers. I'll talk about my work in building new directions in science, and how it relates to Mathematica and our company. I'll also talk about why we hire a lot of physicists, and what they do.