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Abstract for an Invited Paper for the MAR17 Meeting of the American Physical Society

Relevant and Rewarding - Strategic Research in Industrial Physics

ROBERT BROWN, American Institute of Physics

Ill discuss how we use strategic analysis and medium- to long-term product needs - to drive thinking backwards into the areas of novel physics we must develop - to be commercially competitive and successful in the future. Some recent products that many of us use will serve as illustrations of how this has worked out in practice.