

Uomo, Tecnologia e Industria

TRANSIZIONI DIGITALI



2019 UCBM

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MARSHALL MCLUHAN

*Uomo, Tecnologia e
Industria*

Lo specialista è colui che non fa mai piccoli sbagli mentre avanza verso un grande errore!

LA SCIENZA PER L'UOMO

TRANSIZIONI

1

Automazione

2

Autonomie

3

Accessibilità

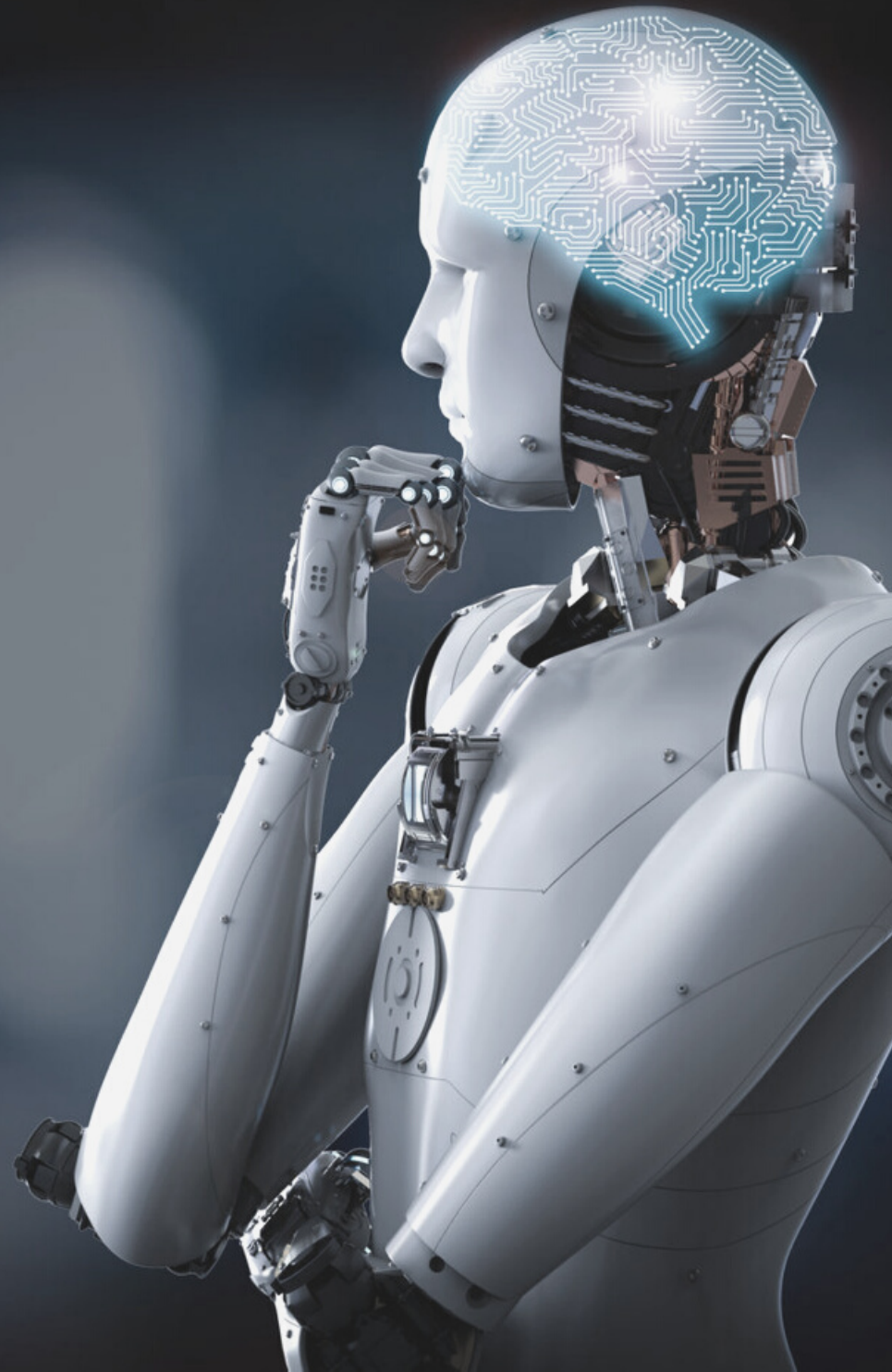


AUTOMAZIONI

AUTONOMIE



AUTONOMIE



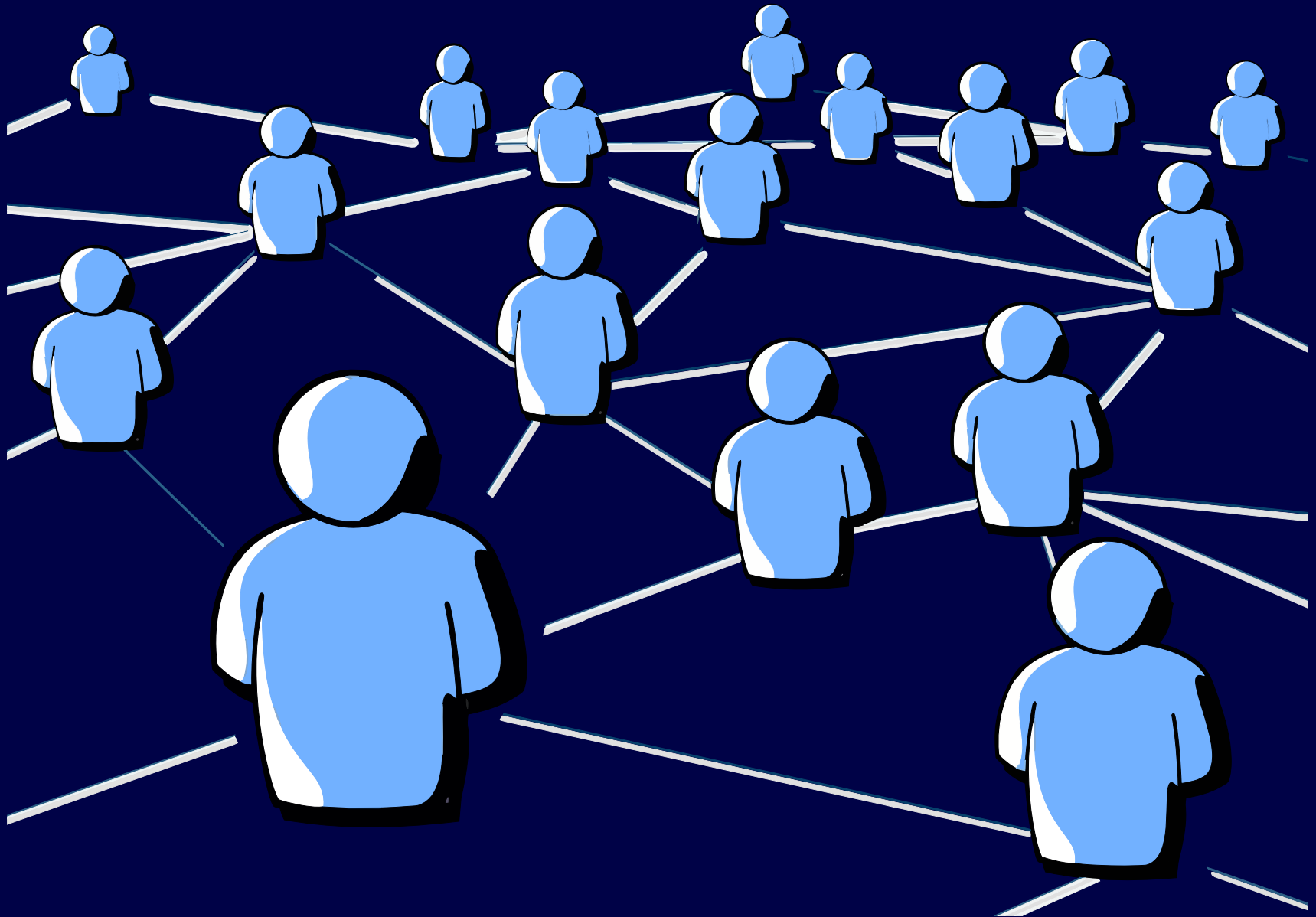


**VELOCITY
AND
EFFICIENCY**

**POSSIBILITIES
OF ACTION**

CONTROL

ACCESSIBILITA'



**NON C'È DIGITALE
SENZA L'UMANO**

LA SCIENZA PER L'UOMO



**DE-
MATERIALIZAZIONE
DELLE RELAZIONI'**



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Tre Dimensioni



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MODELLO

Come ogni forma vivente un'idea, una persona, una organizzazione, un'industria o una società fioriscono secondo una LOGICA di SVILUPPO INTEGRALE.

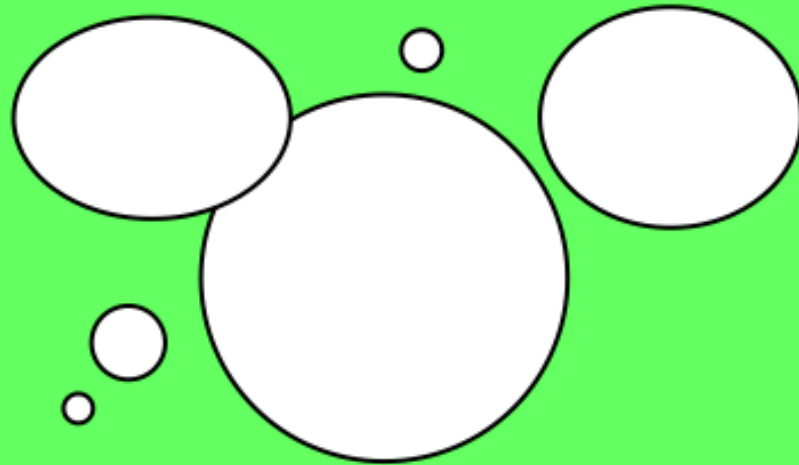
Investire su questo potenziale richiede un UMANESIMO TECNOLOGICO.

Tre Dimensioni



Human Centric Paradigm

**FRAGMENTED/REDUCTIONIST
KNOWLEDGE**



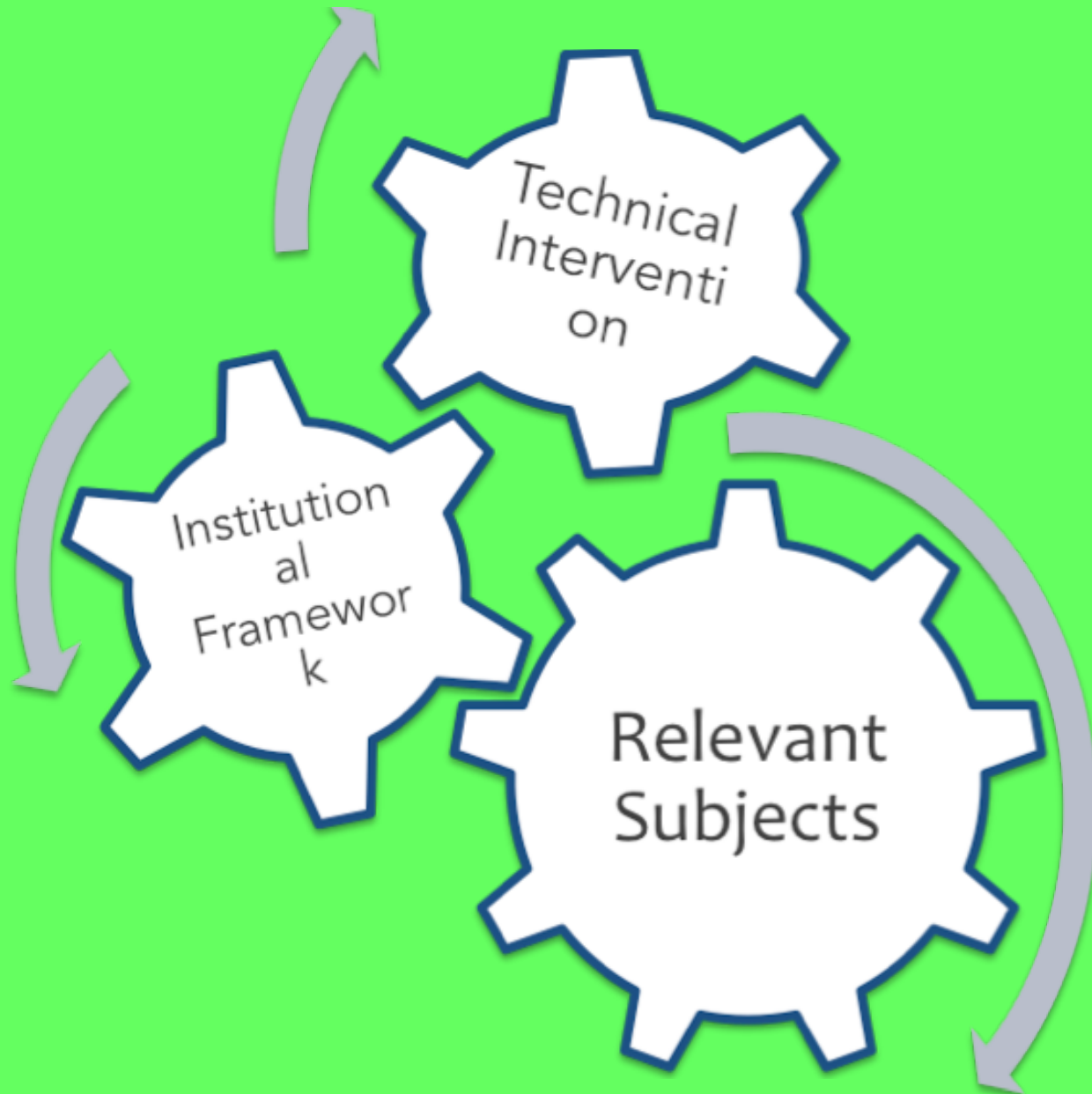
**Inefficient
Outcomes**

**INTEGRATED
KNOWLEDGE**



**Sustainable
Benefits**

INTEGRATED VS INDIVIDUALISTIC MODELS

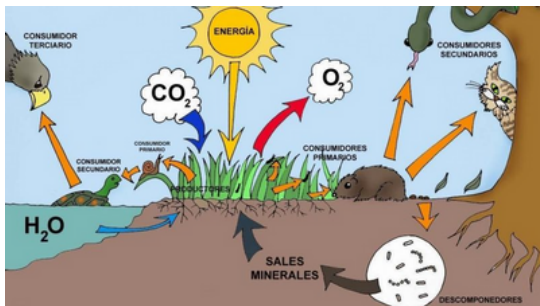


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SUPERMERCATO

Ricerca Integrata



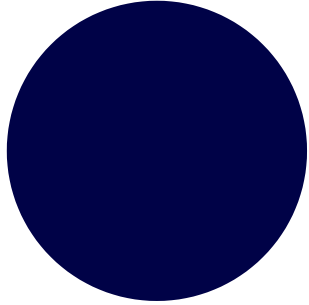
ECOSISTEMA

LA SCIENZA PER L'UOMO

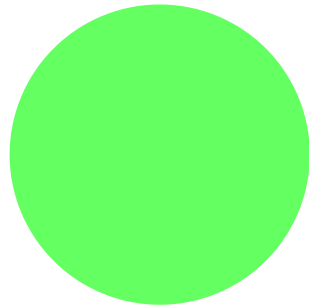
*More than fragmented processes,
relational interactions*



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**FEE-FOR-SERVICE-
MODEL**



**VALUE-
BASED-MODEL**

Human Centric Paradigm

LA SCIENZA PER L'UOMO

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PURPOSE 2.0

Total Societal Impact (TSI)

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GRAZIE!

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