

White Paper [waɪt/ 'peɪpə/]

Report addressing key innovations from an expert's point of view. Three main forms can be distinguished – technical, solution-oriented and strategic. Typically, information is gathered from in-house specialists and then combined with the expertise of a professional author. Its style and approach are factual and objective, yet highly accessible. Infographics make complex interrelationships or processes clear and compelling. White Papers are a leading strategic tool for decision-making in the IT and high-tech industries.

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