



TIPSHEET

Three Types of White Papers – An Overview

We have clearly organised the new genre into three sections for you.

1. The technical White Paper

The technical White Paper is aimed mainly at engineers and technicians. It describes products, technologies or processes down to the last detail. Up to now White Papers have been produced predominantly for this purpose.

2. The solution-oriented White Paper

The solution-oriented White Paper is aimed mostly at higher management and business leaders. It describes the advantages of implementing certain solutions. Such a White Paper would normally be used to generate professional customer contacts. The number of these solution-oriented White Papers has grown significantly in recent years.

3. The strategic White Paper

The strategic White Paper serves the purpose of introducing new technologies, processes or research fields to decision makers so that they are well-informed about the respective advantages and disadvantages. The reader is then able to reach a well-balanced conclusion on the basis of the available information. With regard to subjects with social relevance, such a White Paper can also be aimed at politicians, interest groups or the interested general public.



Would you like to receive more information?

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