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June 2017 Issue

Opening Minds • Shaping the Future
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What's News



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What AlphaGo's Win Means for Your Job

In 2016, Google's computer algorithm AlphaGo recorded its first well-recognised victory, *Howard Yu* wrote in *Fortune* that "the ability [of] human experts who masterfully recognise patterns will soon turn cheap". This year, Yu's comment resonates with us as AlphaGo's winning streak toppled the giants again last month. AI and other digital technologies are reshaping the world; read on to see how they would impact you and your business.>> [Read more](#)



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Executive Master



FREE EMDL Forum
Business Transformation:
How Digital Technologies
can Impact Business Operations



Mr. Andrew Ling
Group Director
Information Technology of Esquel

Register Now!

Date: 13 June 2017 (Tue)
Time: 6:30 - 8:30 pm
Venue: R1109, 11/F, Block R, PolyU

FREE EMDL Forum
Digitisation of Business
Enabled by the Internet of Things



Mr. Matthew Smith
Global Head of IoT Market
Development, Cisco Systems Inc.

Register Now!

Date: 5 July 2017 (Wed)
Time: 12:30 - 2:30 pm
Venue: PolyU

Executive Diplomas

Executive Diploma in Accountancy
Information Session
15 June, 7-8 pm, R902

Single Subject available!

Register Now

Open Programmes

Social Media Micro-Influencers: What Are They and Where do you Find Them?

As marketers in large corporations scramble to utilize the big names in social media to promote their business, *Lilach Bullock* explains in *Social Media Today* how small business with a tight digital marketing budget can jump onto the influencer marketing bandwagon by engaging micro-influencers in their promotions.

[>> Read more](#)

 **Rerun** Service Marketing

Date: 13 July 2017 (Thu)

Time: 9:30 am - 5:00 pm

 **New** Managing Digital Business Transformation in Hong Kong

Date: 10 Aug 2017 (Thu)

Time: 9:30 am - 5:00 pm

PolyU Publication

Video



Where Is Cybercrime Really Coming From?

With digitalization comes cybercrime. In his popular TED talk, *IBM's* security expert *Caleb Barlow* rethinks our current tactics to fight cybercrimes, and proposes a new strategy to protect our data in the digital era. [>> Watch video](#)



Institute of Advanced Executive Education, PolyU

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