

# Enterprise and Change

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# Change is the new norm

- Big versus small
- Traditional versus new



# It's still the economy stupid

- Sectors
- Demographics



# New businesses

- Risk and benefits
- The immediate future



# The new entrepreneurs?

- Education versus aspiration
- Adaptability



# So what does it all mean?

- Economies, markets, competitors, customers, staff
- How hard is the wind blowing?

