

# Example of article review on products

[Business](#), [Company](#)



## **Business**

Today, adequate access to technological opportunities has become extremely simple. This has been made possible by the use of internet as well as various innovations it has spurred. Technology epiphanies refer to various strategies that led to the emergency of such products as apple's creation. Technology epiphany is extremely powerful and it leads to numerous changes. This is in the experience of clients having whenever they use any offering.

According to the Phillips's search for epiphanies, when an organization or an individual is exposed to any upcoming or emerging technologies, most of these organizations have their focus on the small or narrow innovation strategies. These include such strategies as the technology substitution. However, the most commonly asked question is whether old technology can be substituted in order to address client's needs in an extra convenient manner. Therefore, it is fundamental to note that in any conventional development of products, different companies are obliged to look for any updated technology that assist them in serving their current needs, as well as those of their clients.

However, at times some of these companies may have their interest in the creation of breakthrough products. In such a case, these companies should try to comprehend how such technologies could be utilized to serve various needs that their clients may not realize they have. Therefore, it is essential for different companies to come up with technology epiphanies who should act as their interpreters. This is where<sup>3</sup> various experts from numerous other fields should have a book perspective of the user, other than a perspective of

these users themselves. In order to find the most excellent interpreter, a company should look at the entire experience of the user, find any forward looking researchers, and also search outside the company's network.