

Business | Bartleby

# The enduring value of an analogue technology

When paper beats the screen

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Paul Blow

Dec 15th 2022

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THIS IS THE digital age, and the advice to executives is clear. Managers need to have a digital mindset; the organisations they run must embrace digital transformation. If you don't know what ChatGPT is, think of Dan Brown when you hear the word "code" or dislike the idea of working with a cobot, enjoy your retirement. So what present should you be getting the executive in your life this festive season? Answer: anything made of paper. Even if the recipient of your gift never uses it, it can still serve as a useful reminder of where the digital world's limitations lie.