



IS A STARTUP BUST JUST AROUND THE CORNER?

The four trends very much suggest that a tech startup bust is just round the corner. In several instances, tech startups develop solutions in a vacuum, expecting marketers to be inspired by the sheer 'coolness' to deploy the technologies. Marketers turn unsatisfied because results can't be extensively applied or sustained at an efficient cost. Also, startups fail to develop a business model that serves everyone.

Read the full article here:

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