

The logo features a large white 'X' shape. To the left of the 'X' is the word 'IBM' in white, and to the right is the word 'CITE' in white. Below 'CITE' is the year '2014' in white. The background is a vibrant, multi-colored powder explosion in shades of yellow, green, blue, and pink against a black background.

IBM

CITE
2014

TED @ IBM – Emotional Analytics: The Next Generation

Erick Brethenoux
Director, Business Analytics &
Decision Management Strategy
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TED@IBM

le je-ne-sais-quoi

et

le presque rien









Hard Fun



Hard Fun



Easy Fun

Credit: Loren Kerns



Hard Fun



Easy Fun

Credit: Loren Kerns



Serious Fun



Hard Fun



Easy Fun

Credit: Loren Kerns



People Fun



Serious Fun





Healing together





The image features a central logo for 'IBM X CITE 2014' overlaid on a vibrant, multi-colored powder explosion against a black background. The powder is composed of various hues including yellow, green, blue, purple, and pink, radiating outwards from the center. The logo itself consists of the word 'IBM' in a bold, white, sans-serif font on the left, a large white 'X' in the middle, and the word 'CITE' in a bold, white, sans-serif font on the right. Below 'CITE' is the year '2014' in a smaller, white, sans-serif font.

IBM

X CITE

2014