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1
"We need to get across the idea that IBM, once the most dominant tech company in the U.S., is struggling to keep up with newer competitors."

"I got it. How about old IBM computers in a trash can, with a sad raccoon next to it?"

"Nice try."

2
"The CEO always looks so happy. That might be good juxtaposed against the story."



3
"Can also put a cloud over her. The cloud represents cloud computing while also serving as a metaphor, thereby communicating in one masterful stroke the duality and unity of her conundrum."

"Very conceptual."



4
We can also use the most famous IBM computer—Watson."

"I almost feel bad for him."

"His head's gotten way too big after Jeopardy! anyway."

