

Augment your experience with business insights you haven't experienced...

Informed i's

# Weekly Business Insights

from Top Ten Business Magazines

Extractive summaries & key take-aways from the articles carefully curated from TOP TEN BUSINESS MAGAZINES to foster business acumen

Since 2017 | Week 389 | February 21-27, 2025

For archive [Informed i](#)

Listen to this weekly newsletter 

## Shaping Section: Ideas and forces shaping economies and industries



**It's not just AI. China's medicines are surprising the world, too**  
The Economist | February 16, 2025  
**Extractive Summary of the Article | [Read](#) | [Listen](#)**  
**2 key takeaways from the article**

1. In recent months China's progress in artificial intelligence has stunned the world. A quieter yet equally significant shift is under way in biotech. China has long been known for churning out generic drugs, supplying raw ingredients and managing clinical trials for the pharmaceutical world. But its drugmakers are now also at the cutting edge, producing innovative medicines that are cheaper than the ones they compete with. China has become the second-largest developer of new drugs, behind only America.
2. China's government identified biotech as a strategic priority nearly two decades ago. But it was not until 2015 that things really took off, after the drug regulator launched ambitious reforms. The changes coincided with a wave of returning "sea turtles", the term for Chinese people who studied or worked abroad. China's vast domestic market helped to attract big drugmakers to its shores, bringing know-how and talent. Easier listing rules gave biotech investors a clearer path to exit. Private funding for Chinese biotech firms rose from \$1bn in 2016 to \$13.4bn in 2021.

[Full Article](#)

(Copyright lies with the publisher)

Topics: China, Pharmaceutical Industry, Innovation, Cancer, Biotechnology



**Investment fraud is up, and not just for Boomers.**  
By Dorothy Gambrell and Reyhan Harmanci | Bloomberg Businessweek | February 21, 2025  
**Extractive Summary of the Article | [Read](#) | [Listen](#)**  
**3 key takeaways from the article**

1. It's no secret that the Digital Age has been good for scam artists. In the third quarter of 2024, the most recent period for which US government data is available, \$2.5 billion was reported lost to fraud—more than tripling since the first quarter of 2020, with the median loss increasing from \$321 to \$500. The biggest increase in money affected people contacted on social media.
2. The nature of fraud has changed in recent years. Impostor scams, where the aggressor pretends to be someone known or trusted, defrauded people of the most money through the third quarter of 2021, with the majority of that cash involving romantic come-ons. The largest number of reported cases in 2020 involved scammers pretending to be government officials. In 2021, most reports were business scams. But by the end of that year, investment-related fraud took over and accounted for almost half of all categorized fraud losses in 2024's reports.
3. Older people are commonly imagined to be the main victims of online scams, but the data show that they are not the only population affected.

[Full Article](#)

(Copyright lies with the publisher)

Topics: Fraud, Online Scams, USA



**The foundations of America's prosperity are being dismantled**  
By Karen Hao | MIT Technology Review | February 21, 2025  
**Extractive Summary of the Article | [Read](#) | [Listen](#)**  
**2 key takeaways from the article**

1. Ever since World War II, the US has been the global leader in science and technology—and benefited immensely from it. Research fuels American innovation and the economy in turn. Scientists around the world want to study in the US and collaborate with American scientists to produce more of that research. These international collaborations play a critical role in American soft power and diplomacy. The products Americans can buy, the drugs they have access to, the diseases they're at risk of catching—are all directly related to the strength of American research and its connections to the world's scientists.
2. That scientific leadership is now being dismantled, according to more than 10 federal workers who spoke to MIT Technology Review, as the Trump administration—spearheaded by Elon Musk's Department of Government Efficiency (DOGE)—slashes personnel, programs, and agencies. Meanwhile, the president himself has gone after relationships with US allies.

[Full Article](#)

(Copyright lies with the publisher)

Topics: USA, Science, Technology, Competitive Advantage

## Strategy & Business Model Section



**How top performers use innovation to grow within and beyond the core**  
By Marc de Jong et al., | McKinsey & Company in its McKinsey Quarterly | February 12, 2025  
**Extractive Summary of the Article | [Read](#) | [Listen](#)**  
**2 key takeaways from the article**

1. Innovation and growth are inherently linked. Companies that build new businesses and develop new offerings, processes, or business models are better able to capture growth opportunities and hedge against disruption in a highly uncertain business environment. This conclusion was forcefully reinforced in McKinsey's recent survey of 1,039 companies around the world. The largest share of respondents identified the ability to innovate as the most important strategic factor for generating growth over the coming 12 months.
2. What distinguishes top economic performers from the broader group, however, is their comprehensive approach to innovation and growth—both within and outside their current industries or geographies. Each of the top companies followed a clear path of strategic advantage in choosing their innovation investments, to both maximize the upside potential and limit risk. They commit to an innovation aspiration; discover new ways to extend their strengths; accelerate into tailwinds; evolve and disrupt their own business, even the entire ecosystem; and they scale faster by hardwiring M&A into their innovation capabilities.

[Full Article](#)

(Copyright lies with the publisher)

Topics: Strategy, Business Model, Core Business, Mergers & Acquisitions



**Strategy in an Era of Abundant Expertise**  
By Bobby Yerramilli-Rao, et al., | Harvard Business Review Magazine | March–April 2025 Issue  
**Extractive Summary of the Article | [Read](#) | [Listen](#)**  
**3 key takeaways from the article**

1. AI is changing the cost and availability of expertise, and that will fundamentally alter how businesses organize and compete.
2. Companies that take advantage of AI will benefit from what we call the triple product: more-efficient operations, more-productive workforces, and growth with a sharper vision and focus.
3. If companies derive value from providing a differentiated bundle of expertise, how can they continue to be relevant when improvements in AI's core capabilities make some or all of that expertise more easily available to competitors and customers? What is the basis for value capture in an era of abundant expertise? Every company will need to reevaluate its strategy in this changing era and will have to ask itself three questions. Which aspects of the problem we now solve for customers will customers use AI to solve themselves? Which types of expertise that we currently possess will need to evolve most if we are to remain ahead of AI's capabilities? And which assets can we build or augment to enhance our ability to stay competitive as AI advances?

[Full Article](#)

(Copyright lies with the publisher)

Topics: Strategy, Business Model, Artificial Intelligence

## Personal Development, Leading & Managing Section



**How To Avoid Boring Your Audience: 3 Simple Strategies To Build Empathy And Connection In Public Speaking**  
By Chiara Alzati | Forbes Magazine | February 25, 2025  
**Extractive Summary of the Article | [Read](#) | [Listen](#)**  
**2 key takeaways from the article**

1. Have you ever had the nagging doubt that you might be boring your audience? You know the feeling—the one where you look out into the sea of faces and you can't quite tell if they are engaged or just politely nodding along. The sense of uncertainty can be overwhelming, especially if you're trying to communicate something important. You're not alone. This is a common challenge, and it's one that can be tackled with a few simple strategies.
2. To help you connect more deeply with your audience, it's crucial to speak from the heart and implement strategies that enhance empathy and presence when speaking in public. When you engage authentically and emotionally, your message becomes more powerful and your audience feels valued and understood. Three strategies can help: smile - the bridge to connection, adopt a conversational tone - be natural and approachable, and by telling personal stories bring authenticity to your message.

[Full Article](#)

(Copyright lies with the publisher)

Topics: Personal Development, Public Speaking, Personal Stories, Smile



**Why Great Ideas Die on Managers' Desks — and How to Save Them**  
By Vijaya Venkataramani and Kathryn M. Bartol | MIT Sloan Management Review | February 25, 2025  
**Extractive Summary of the Article | [Read](#) | [Listen](#)**  
**3 key takeaways from the article**

1. Managers who recognize the importance of innovation to their organization are likely to urge employees to bring them fresh, creative ideas. Yet, many employees grouse that their best ideas are frequently overlooked, dismissed, or misunderstood by those very same managers. Ironically, managers themselves may be a serious impediment to innovation. Deeply rooted in their own domains of expertise, managers often struggle to recognize the value of novel ideas, particularly when such ideas lack precedents within their field.
2. A powerful yet straightforward solution: Managers need to build diverse personal networks within their organizations and beyond. Diverse connections not only help employees generate more creative ideas; they are critical in allowing managers to evaluate and recognize the worth of employees' ideas.
3. How can these insights translate into actionable strategies that improve managers' acceptance of novel ideas? Expand and diversify advice networks. Encourage employee networking. Recognize and address bias against novelty. And support idea endorsement through social proof.

[Full Article](#)

(Copyright lies with the publisher)

Topics: Teams, Innovation, Creativity

## Entrepreneurship Section



**7 Startup Secrets From a Successful Serial Entrepreneur and Founder**  
By Peter Economy | Inc Magazine | February 6, 2025  
**Extractive Summary of the Article | [Read](#) | [Listen](#)**  
**2 key takeaways from the article**

1. Nick Matzorkis is an entrepreneur's entrepreneur, having founded successful companies as diverse as US Search, Global Agora China, SUP ATX (which popularized the sport of stand-up paddleboarding), and more.
2. While Matzorkis will be the first to admit that success for any startup requires some level of funding and know-how, he has found that these seven business tips in particular can give any startup an edge: have a strong vision, find the right partners, be ambitious, make a commitment, don't give up control of your business, don't let accountants and attorneys dictate how to run your company, love what you do and have fun, even during the tough times.

[Full Article](#)

(Copyright lies with the publisher)

Topics: Startups, Entrepreneurship, Leadership, Ambitions



**Trying to Reach a Multi-Generational Audience? Here Are the 3 Elements Your Marketing Strategy Must Include.**  
By Nicholas Leighton | Edited by Chelsea Brown | Entrepreneur Magazine | January 13, 2025  
**Extractive Summary of the Article | [Read](#) | [Listen](#)**  
**3 key takeaways from the article**

1. Today, we find ourselves in an era where multiple generations, each with their unique preferences and behaviors, coexist in the marketplace. For some brands, this presents a significant challenge for marketers who must navigate an increasingly fragmented landscape to reach their target audience.
2. Each generation is completely different when it comes to finding products, interacting with brands and making purchases. The major driver is the influence that technology has had on each of these groups.
3. To effectively reach a multi-generational audience, entrepreneurs need to carefully craft a marketing strategy that incorporates a number of various techniques. There are three key elements that every multi-generational marketing strategy should include to be successful — data-driven insights, personalization and multi-channel reach.

[Full Article](#)

(Copyright lies with the publisher)

Topics: Entrepreneurship, Startups, Marketing to multi-generation, Strategy, Personalization

Note: 1) This newsletter is driven by a social motive. Purposes behind this newsletter are to promote reading habits and to foster business acumen leading to better decision-making.

2) There are many nuances in possibly every article which can't be covered in extractive summaries and key takeaways because of space limitations. For better understanding please read the full articles you find interesting in a weekly selection.

3) The views and opinions expressed in the contents published by the Informed i through its Weekly Business Insights are those of the authors and/or the respective magazines and do not necessarily reflect the official policy or position of Informed i. Any mention of products, services, or organizations is for informational purposes only and does not constitute an endorsement.

Articles curated and summarized by M Arif Saleem. Enthusiastic teenagers are contributing voluntarily in the preparation of this e-weekly newsletter. These are my daughter Hamna, my sons Meeran & Minhaj.

Purpose behind this sharing is to contribute in the development of a culture of 'informed business decision-making'. You can also contribute in this 'greater good' by forwarding this e-weekly & podcast to your fellows/friends and others.

Please reply to this mail for any comment, question, feedback and/or any suggestion. To unsubscribe also please reply to this email.

Arif did PhD in Business from Bodo Graduate School of Business, University of Nordland, Norway and at present associated with the Faculty of Management Sciences, International Islamic University, Islamabad, Pakistan.

   +92 333 531 7334  Room No. A 023 - Faculty of Management Sciences, Ibn - e - Khaldoon Block, International Islamic University, H-10 Campus, 44000, Islamabad, Pakistan