

Top quality content from Australia's most experienced technology writer

Does your organisation need good quality brochures or White Papers? Could you use better web content, sharper press releases or persuasive client case studies? How about market research reports? Even a corporate history?

Graeme Philipson is probably the most experienced technology and business writer in Australia. He is also one of the best. In a career spanning more than 30 years he has founded successful magazines, written for Australia's top business and technology publications, and initiated and managed dozens of successful market research studies. His expertise spans writing, production, marketing and analysis, in a range of technology industries.



Why Graeme Philipson?

The written word is still the most important form of business communication. Everybody needs text content, online and offline. Graeme Philipson has written books, magazine articles, market research reports, brochures, White Papers - you name it. He is also a respected industry analyst with extensive experience in IT, telecommunications, sustainability, biotechnology, and related industries.

Now he has retired from day to day journalism to write those books he always promised he would. He is available, at very reasonable rates, to help you spruce up your organisation's textual content or to help your marketing efforts. Don't use an expensive agency with lots of overheads - use an experienced and talented professional who knows what he is doing and who can respond quickly to your immediate and individual needs.

www.philipson.info

What sort of content do you need?

Everybody needs textual material. The Internet and the digital age has made the written word more important, not less. It's a content-driven world.

Everybody has a need for material such as:

- Brochures and other marketing material
- Web copy
- Press releases
- Blogs
- Client case studies
- White Papers
- Newsletters
- Corporate histories

Writing such material can be time-consuming for most people. In the hands of a professional it can be done quickly the message communicated more effectively. Often the writing can also be combined with the production process, making things smoother and faster.

Graeme Philipson edited, mostly wrote, and produced Fujitsu ANZ's 40 year corporate history. It is an impressive 120 page document. Download it or read it on screen [here](#) (Fujitsu website).

Who is Graeme Philipson?

Graeme Philipson is a communicator and researcher into high technology and its effects on business and society.

He has been in the high tech industry for more than 30 years, most of that time as a market researcher, analyst and journalist. He is in demand as a conference speaker, and frequently achieves high ratings for the depth of knowledge and the humour and wit he brings to the subject. He has spoken at dozens of conferences and vendor road shows around the world, including many keynote presentations.

He frequently appears on radio and TV as a commentator on technology, and has conceived, promoted and chaired many major seminars and conferences in the areas of sustainability, IT management, technology futures, telecommunications and biotech. He is a recipient of the Kester lifetime achievement award for contributions to technology journalism.

He has written over 3000 articles and columns on technology and management for many publications around the world. He is author of four books and more than 50 published market research reports on international technology industries, and has conducted many proprietary market research studies. He also conducts courses in business writing.

His corporate writing clients have included: Accenture, CA, Fujitsu, HP, IBM, NEC, and most of Australia's leading technology and business publications. His previous experience includes:

- Editor, *CommsWire*
- Founder and editorial director, *MIS magazine* and *CFO magazine*
- Weekly IT columnist, *The Australian*
- Weekly IT columnist, *The Sydney Morning Herald* and *The Age*
- Editor, *Computerworld Australia*
- Editor, *Fast Thinking*
- Asia Pacific Research Director, Gartner
- Founder of market research companies ICT Sustain, Connection Research and OmegaBio.

