

The Passy Press[®]

Letters to the Editor

From: Jean-Marc Vervelle <jmvervelle@undisclosed.com>
To: Nick Gardiner <enpg@thepassypress.com>
Sent: 13 November 2018 at 13:28:04 CET
Subject: Cyber Essay, November 2018

Dear Sir,

I do not agree totally with the writer. He seems to have a very defensive attitude. I would be very anxious to know he is or was in the digital business.

The only way to protect intellectual innovation, except by starting a real physical war, that nobody wants for the time being, is to keep on creating intellectual innovation. Debating, protecting, punishing, creating committees, yelling, threatening, trumping is of no help.

How are we going to still sell planes in twenty years from now? By building better planes than Chinese planes, not by protecting Airbus or Boeing planes.

However, I have to admit that we still need to protect innovations during the innovation process in order to be the first to sale sell the innovative products.

After all, trying to protect innovation is partly possible but it is expensive and energy consuming, and burns the time necessary to prepare new innovation.

The big winning American organizations like Microsoft, Apple, Facebook and others seem to be acting in the right direction, from the beginning and they are still winning.

Sincerely,

Jean-Marc Vervelle

Jean-Marc Vervelle, 66 ans, est ingénieur de l'École Centrale de Paris. Il a parcouru le Monde et surtout l'Afrique durant sa jeunesse, du fait de la profession de son père, officier supérieur de l'Armée française. Il a débuté sa vie professionnelle en intégrant la Société Factory Mutual à Boston en 1974 puis a fait une carrière dans L'assurance européenne, successivement chez AXA, MMA, Zurich Financial Services et finalement Groupama. Il est un spécialiste de l'assurance des risques industriels et a terminé sa carrière de salarié comme CEO commercial lines de Groupama et Président de diverses compagnies d'assurances. Il est aujourd'hui consultant en stratégie et recrutement mais prend aussi beaucoup de plaisir à pratiquer la pêche à la mouche avec ses amis.