



The Pros and Cons of the 'Techno-Fix'

Dr Helen Wells

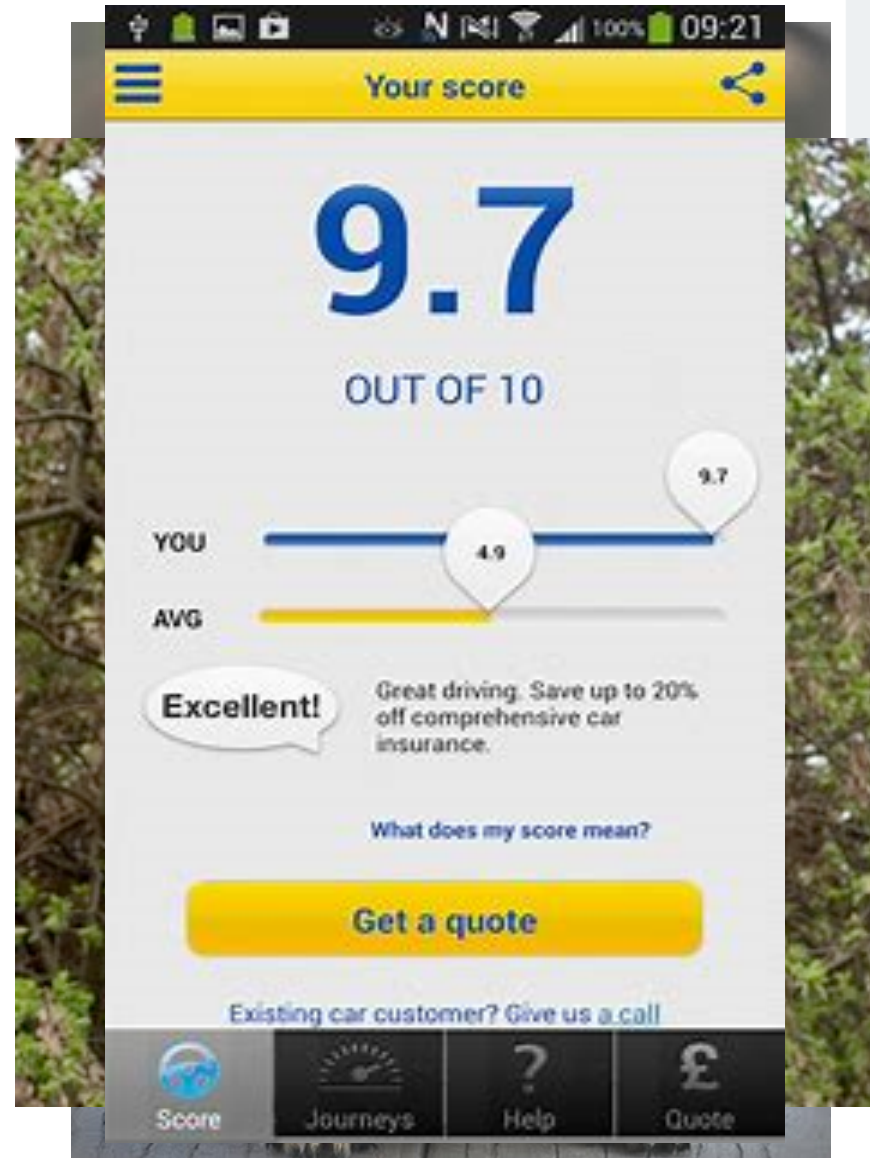
It's the Keele difference.

The techno-fix challenge

- a) Reinvention
- b) Resistance
- c) BOB

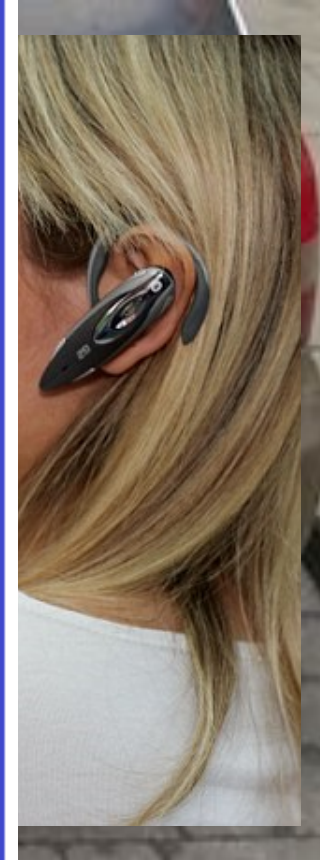
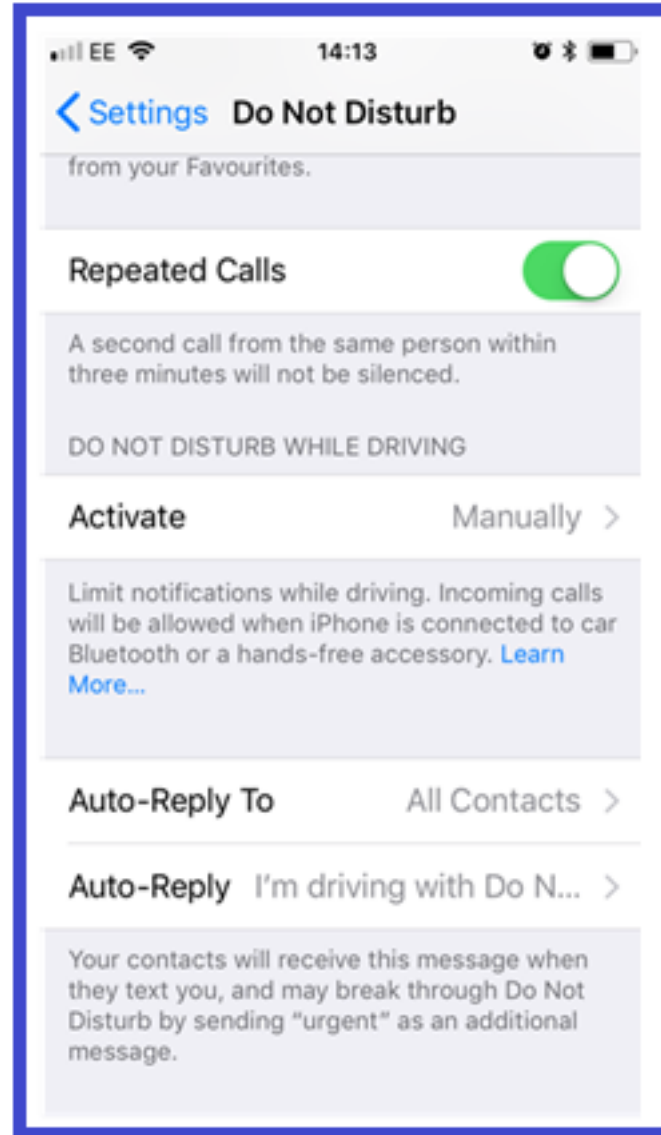
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Reinvention



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Resistance



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The best of both worlds?



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