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**Wall Street Journal homework**

***Amazon Sells Chip to Run Smart House***

Friday, September 21, 2018

Summary: This article from The Wall Street Journal talks about the smart homes of the future and how Amazon.com is offering makers of electronics a small chip that would let people use their voice to command everything; from microwaves and coffee machines, to room fans and guitars amplifiers. Their hope is to get big manufacturers install the chip, called Alexa, in ordinary household devices. This, if successful would make amazon have the lead over Alphabet Inc., Apple Inc., Microsoft Corp, and many other technology companies. They released this news in Amazon’s new sphere building, together with new Echo- speaker devices and other electronics power by the same Alexa chip voice-assistant. They also said, this chip was updated to whisper and have conversations with the customer. However, as always there’s challenges to try to find the best way to do it and what Amazon plans to do is to unite a scattered industry where many manufacturers have chosen to develop their own connected devices and rent space in the cloud to power them.

Why is it relevant? : I think this article was important and interesting, because I use Amazon almost all the time, and realizing that they are releasing new technology every time more and more advanced, makes me want to see what they have and what they are trying to do. Also because it shows us how the world is always innovating, technology is never going to stop improving and amazon is an example of it. Hopefully we’ll get to see those houses of the future soon.

***Apple Gets Ready for Its Close-up***

Saturday and Sunday, September 22-23, 2018

Summary: The article is about how this Tech giant, Apple, wants to make its own TV shows, but without the sex, violence or edgy content that might damage its brand. It all started because a viewer saw a scripted drama that the company had made which included some disturbing images, not meant for all public. Since that event, Apple has tried to make up for it and has made it clear that they want high quality shows with stars and broad appeal, but they don’t want gratuitous sex, profanity or violence. The result: other platform such as HBO, Amazon.com Inc. and Netflix Inc., with their original mark and content with edgier programming that often wins critical acclaim. However apple has more risks with what they show, because not only their programming is at risk, but the brand in general, including phones, laptops, watches, etc.… This being said, Apple has bought more than a dozen shows, favoring broadly appealing, family friendly fare. In other words, Apple is making big commitments to win projects through a platform that has a visual content that everyone can see, without complains about sensitive topics that might put, not only the video platform, but the whole brand in general at risk of losing customers because of that.

Why is it relevant? : I thought this article was relevant because, almost everyone knows the brand Apple, and whatever this company makes it’s always topic of scandal everywhere. I also found interesting that they wanted to add their own TV shows to their platform, with the special exception that they are not going to have any sensitive content. I feel like nowadays it’s almost impossible to find a show or a movie that doesn’t have any type of disturbing or in any case sensitive images for someone. That’s how reality life is and that is what calls people’s attention, so the fact that Apple is trying to do something different than that is very interesting and innovative. I would also like to see what happens when they release it out and what people are going to think about it. Would I like to use it? I’m a fan of apple so seen all the new stuff that they are pulling out its very interesting, because same as in the other article, the people that do this have a great imagination to think about all this and all they can do to always be innovating.

***Marijuana Becomes Investing Hit***

Monday, September 24, 2018

Summary: This article talks about how entrepreneurs and investors are rushing into the nascent legal marijuana industry, which could sprout into a $100 billion annual business in the U.S. One example they gave was a company called Tilray Inc. which grows marijuana in Canada and this Wednesday was announced that they had permission to export a small amount of cannabis to California for a medical study, having a comparative advantage towards the other company’s exporters of cannabis. Not to mention that Canada, together with Uruguay are some of the few countries that have legalize recreational marijuana use. There are more than 120 marijuana companies listed on Canadian Stock exchanges, but the sector is dominated by five companies, whose total market value, has catapulted from less than $4 billion to nearly $40 billion in the past year. Successful CEO’s of beer companies have also argued that they have told their investors they are expanding their companies into cannabis products because they believe more countries will open their doors to recreational or medical sales. They said marijuana was a global industry, which will even rival alcohol or beverage in the size and scope.

Why is it relevant? : Marijuana is a worldwide concept nowadays and the fact that people keep on realizing that it is a multimillionaire business is something that must concern everybody. Either if it’s for medical or recreational use, people use marijuana, legal or not legal and as the article said, countries are going to expand and evolve and when it gets legalize more people are going to have the chance to see a business there and so the economy would grow around a thing that at the beginning was seen as something harmful and bad, but that now is seen as something beneficial and good for people.