WHITE PAPER

Definition

A white paper is an authoritative report or guide that informs readers concisely about a complex issue and presents the issuing body's philosophy on the matter. It is meant to help readers understand an issue, solve a problem, or make a decision.

A white paper is a persuasive essay that uses facts and logic to promote a certain product, service, or viewpoint.

The white paper also present research findings, list a set of questions or tips about a certain business issue, or highlight a particular product or service from a vendor.

I help B2B firms tell their my stories with white papers based on facts, not hype.

Laurens van Lieshout