

# Marketing 101: Differentiate or Die

(From New York Times best seller by Jack Trout)

## Ming Wang

Harvard & MIT 哈佛麻省理工学院 (MD); PhD (激光物理, laser physics)  
美国爱尔Aier-USACEO; Director of Wang Vision Institute, Nashville, TN, USA  
[drwang@wangvisioninstitute.com](mailto:drwang@wangvisioninstitute.com); [www.drmingwang.com](http://www.drmingwang.com), [ballroom123](http://ballroom123)

美国Angel Studios在全美上映了电影 “Sight” ([angel.com/sight](http://angel.com/sight))。本片是基于美国爱尔眼科CEO王明旭教授（哈佛MIT医学博士，激光物理博士）的传记 “From Darkness to Sight” 而改编拍摄的，讲的是一位从中国来的留学生与种族歧视作斗争，努力奋斗，并最终找到了科学和信仰的共同点并发明了一个为世界55个国家的盲人复明的新技术的故事。

“事半功倍”  
SIGHT  
经验谈每月线上讲座

从其于王医生生平故事改编的美国电影“Sight”说开去

Presenter  
王明旭 MD; PhD Harvard  
MIT Graduate  
CEO, Aior-USA;

Moderator  
陈敬博士: MD; PhD  
Dr. Min Chen

## Shi Ban Gong Bei monthly zoom

**Ming Wang**

Harvard & MIT (MD); PhD (laser physics)

3<sup>rd</sup> Wed of every month

**12/18 Wed 7:30pm CT**

**563 211 2348 (0524 2024)**

RSVP: Dr. Min Chen, MD, PhD  
[no1doctorminchen@gmail.com](mailto:no1doctorminchen@gmail.com)

**To receive your FREE SBGB book  
Email Dr. Wang at  
[drwang@wangvisioninstitute.com](mailto:drwang@wangvisioninstitute.com)  
your name/email/MAILING address**

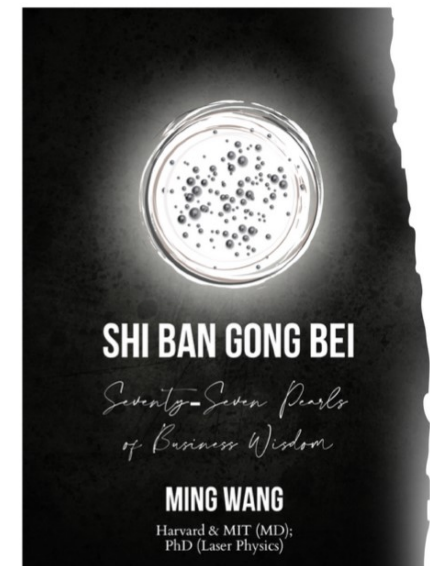


**"Living in tune with the truth of who people are and how the world works can save you untold trouble. Living out of tune with those truths can feel as frustrating as trying to cut a steak with a spoon." (Introduction, *Shi Ban Gong Bei*)**

Unlock the secrets to unparalleled productivity with *Shi Ban Gong Bei*, based on the ancient Chinese philosophy of "accomplishing twice the work in half the time." In this transformative book, Dr. Ming Wang-acclaimed eye surgeon and philanthropist-shares seventy-seven invaluable pearls of business wisdom that will revolutionize the way you approach work and life.

Whether you're an entrepreneur, executive, or aspiring leader, *Shi Ban Gong Bei* offers invaluable guidance for navigating the complexities of the modern business landscape. From mastering the art of delegation to harnessing the power of innovation, Dr. Wang's timeless wisdom will empower you to elevate your performance and reach new heights of success.

**Discover the timeless wisdom of *Shi Ban Gong Bei* and unleash your full potential with Dr. Ming Wang as your guide.**



How **MUCH** can I improve in efficiency  
by using Shi Ban Gong Bei pearls?

**1,000% (10x)!**

**You will feel like you have  
48, 72 or 96 hrs in a day!**

**Wait, how can we improve 10X?**

**Human beings are 90% emotional,  
only 10% logic (Jonathan Haidt  
“The Righteous Mind”)**

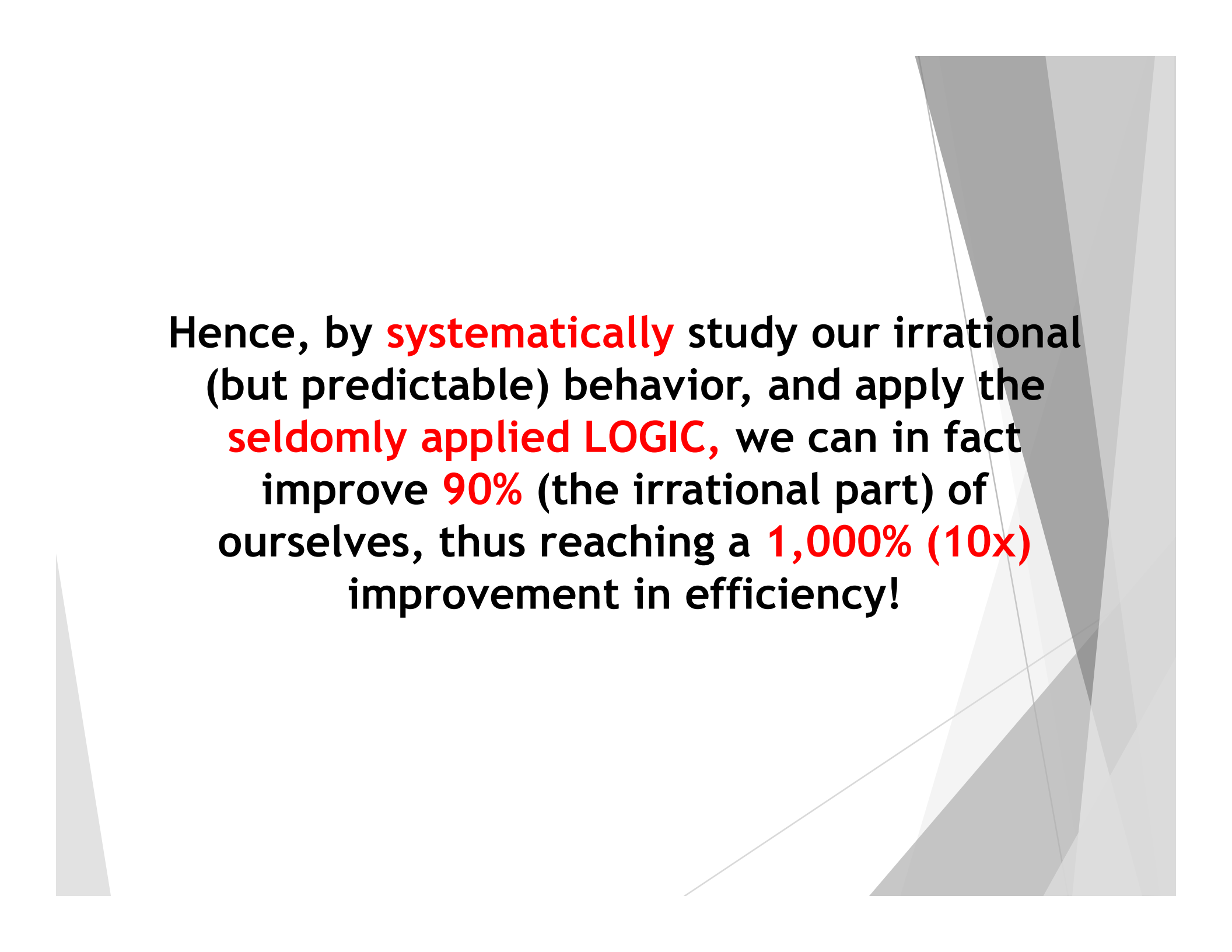
**But, if human beings are indeed  
mostly emotional/irrational, and it  
is random, how could we then  
systematically overcome it?**





How can **systematically** overcome  
our irrationality (if **random**)?

Our irrationality is NOT random!  
(Dan Ariely “**Predictably** Irrational”)



Hence, by **systematically** study our irrational (but predictable) behavior, and apply the **seldomly applied LOGIC**, we can in fact improve **90%** (the irrational part) of ourselves, thus reaching a **1,000% (10x)** improvement in efficiency!



77 human nature-driven **irrational** behaviors;

How we can apply **logic**, to overcome them,  
and to do things much more **efficiently**.

“事半功倍”  
SIGHT  
经验谈每月线上讲座

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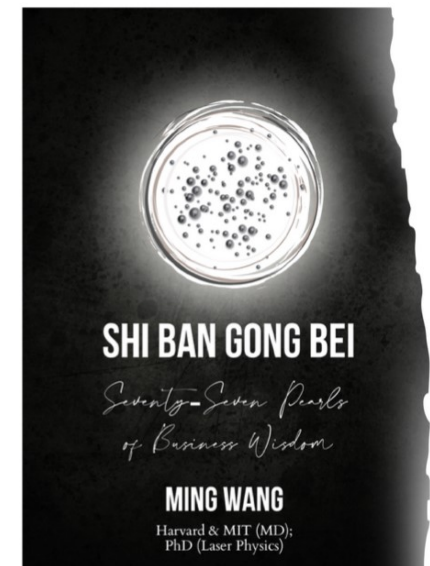


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**Discover the timeless wisdom of *Shi Ban Gong Bei* and unleash your full potential with Dr. Ming Wang as your guide.**



# **Differentiate or Die**

**Market research**

**Message**

**Credential**

**Communication**

# **Differentiate or Die**

**Market research**

**Message**

**Credential**

**Communication**

**Infection, trauma and malnutrition-caused corneal blindness is world's leading cause of blindness, no effective treatment**





# Differentiate or Die

Market research

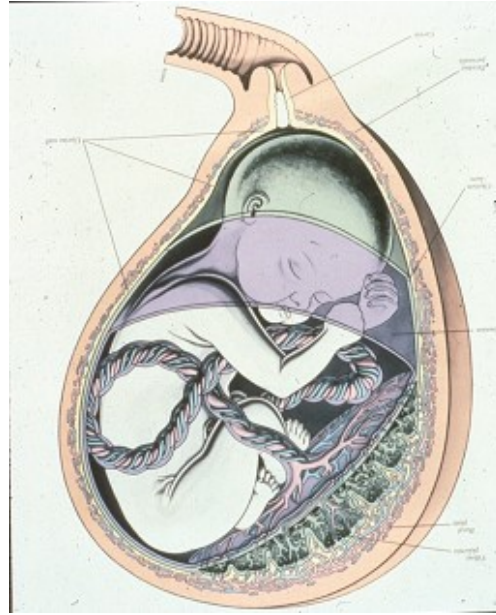
**Message**

Credential

Communication

**Corneal blindness due to trauma and infection  
is a leading cause of blindness worldwide**  
角膜创伤，结疤，导致失明





A fetus does not scar 胚胎不结疤

我们生出来以后结疤，导致失明

How could we do research on fetal tissue without  
hurting a life

有可能做胚胎科研而不影响到生命吗？

Do science and faith have common ground?

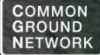
科学和信仰真有共同点吗？



A person is sitting on a wooden dock that extends into a calm lake. The person is seen from behind, looking towards a range of large, rugged mountains. The mountains are covered in green forests and have rocky peaks. The sky is clear and blue. The water in the lake is very still, reflecting the mountains and the sky. The overall scene is peaceful and contemplative.

科学和信仰，能找到共同点吗？  
**Do science and faith have common ground?**





Building Bridges, Breaking Barriers

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[Common Ground-Seeking System](#) ▾

[Getting Started](#)

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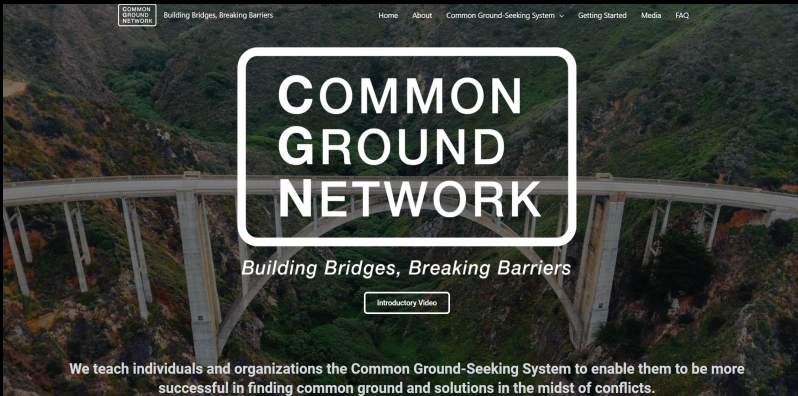
[FAQ](#)

# COMMON GROUND NETWORK

*Building Bridges, Breaking Barriers*

[Introductory Video](#)

**We teach individuals and organizations the Common Ground-Seeking System to enable them to be more successful in finding common ground and solutions in the midst of conflicts.**



# Common ground-seeking STEPS

**See common ground**

**Trade places (speaking the language of the listener)**

**Empathy (SALT, understand and feel)**

**Perseverance**

**Seek common ground**



# The COMMON GROUND

*Bible Study:*

**BECOMING A PEACEMAKER  
IN A POLARIZED WORLD**

**DR. MING WANG**  
HARVARD & MIT MD; PHD

**DR. RICE BROOKS**  
BEST-SELLING AUTHOR OF GOD'S NOT DEAD

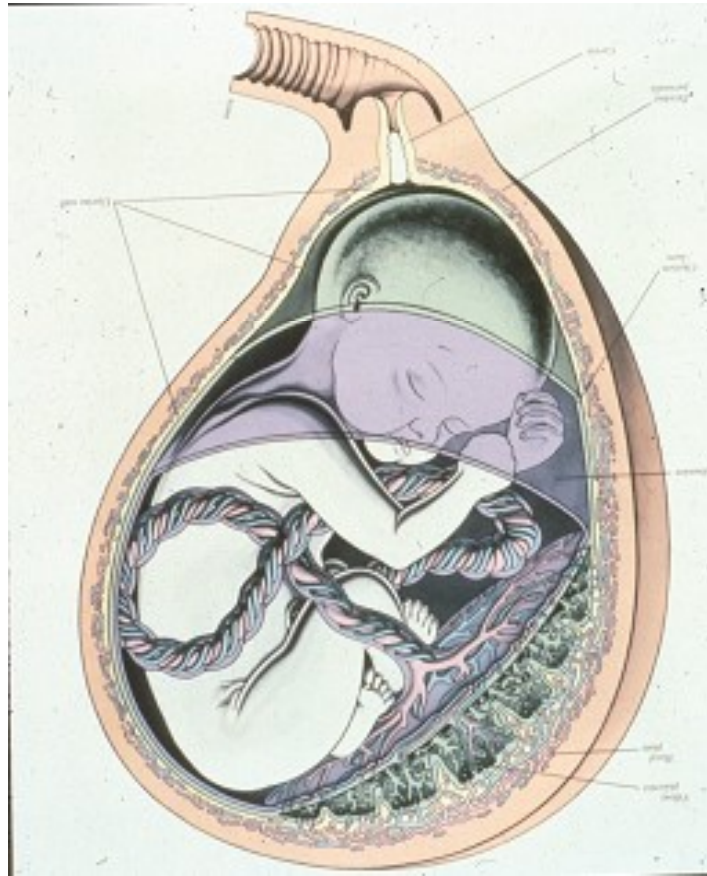


圣经阅读：  
共同点的寻找

[Wangfoundation.com](http://Wangfoundation.com)



# Started doing research placenta 羊膜角膜创伤结疤研究



# Scarless corneal research using placenta

## 无疤羊膜研究



# Using amniotic membrane 无疤羊膜研究





# Placenta and amniotic membrane 无疤羊膜研究



# Laser and amniotic membrane research

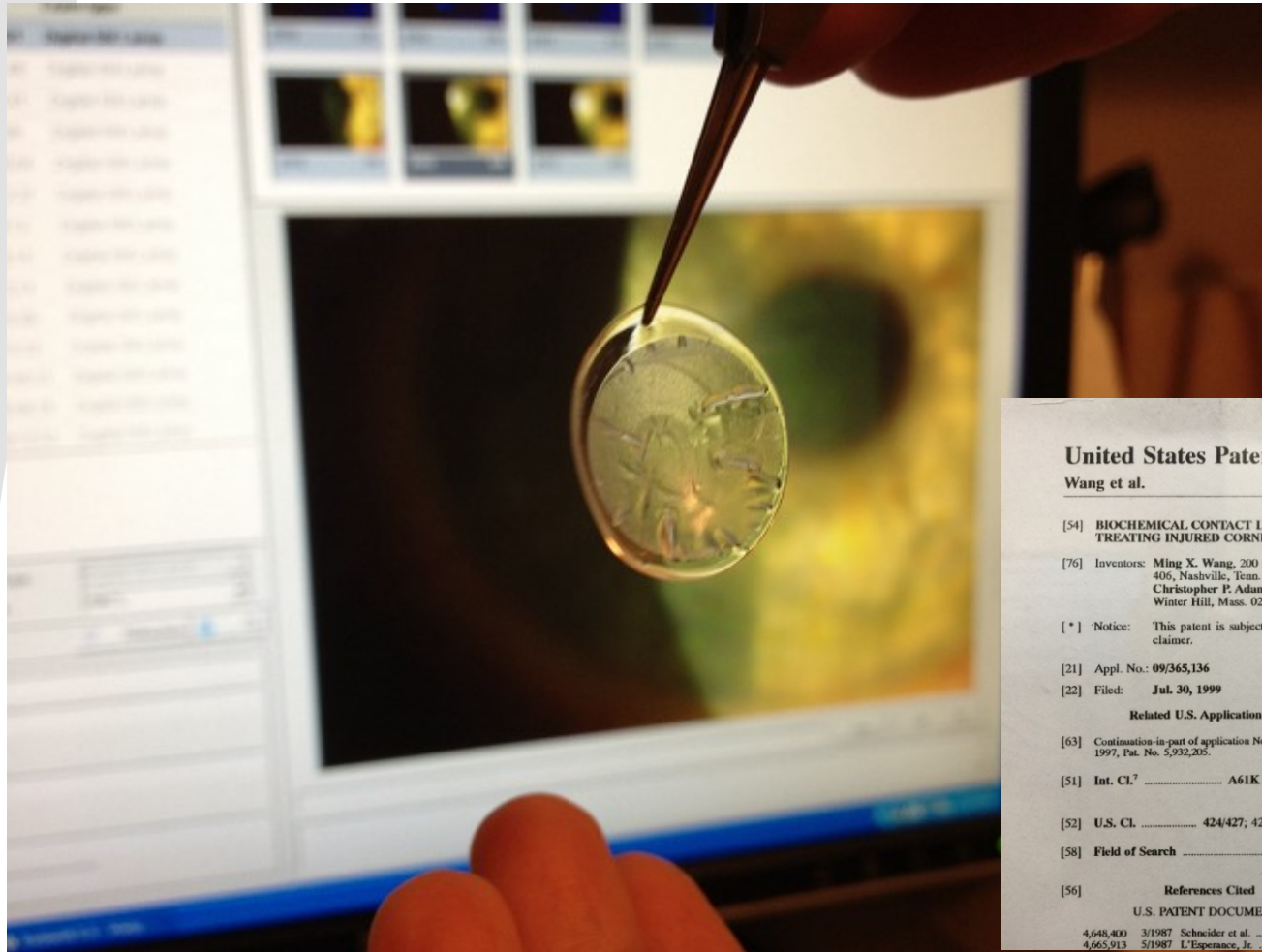
## 激光角膜创伤结疤羊膜研究



# Invented the world's first amniotic membrane contact lens

发明了世界第一个羊膜隐形眼镜, 专利捐献给了世界, 免费教学

## Donated the technology to the world, pro bono teaching

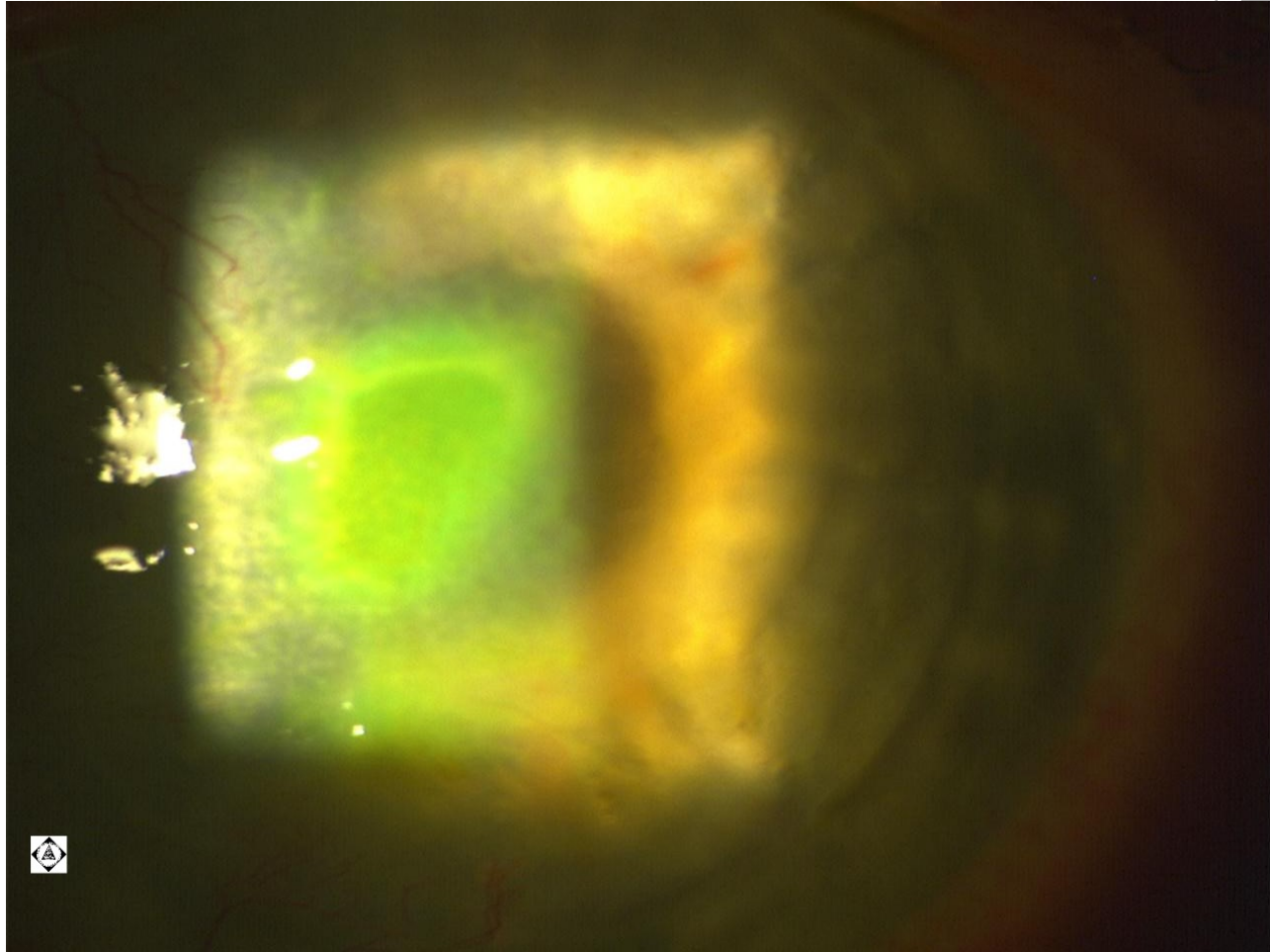


United States Patent [19]		[11] Patent Number:	6,143,315
Wang et al.		[45] Date of Patent:	*Nov. 7, 2000
[54]	BIOCHEMICAL CONTACT LENS FOR TREATING INJURED CORNEAL TISSUE		
[76]	Inventors: Ming X. Wang, 200 Grand Ave., Apt. 406, Nashville, Tenn. 37212; Christopher P. Adams, 255 Broadway, Winter Hill, Mass. 02145		
[*]	Notice: This patent is subject to a terminal disclaimer.		
[21]	Appl. No.: 09/365,136		
[22]	Filed: Jul. 30, 1999		
	Related U.S. Application Data		
[63]	Continuation-in-part of application No. 08/899,783, Jul. 24, 1997, Pat. No. 5,932,205.		
[51]	Int. Cl. <sup>7</sup> .....	A61K 9/00; A61K 31/74; A61K 47/30	
[52]	U.S. Cl. ....	424/427; 424/78.04; 514/772.3	
[58]	Field of Search .....	424/429, 78.04; 514/772.3	
[56]	References Cited		
	U.S. PATENT DOCUMENTS		
	4,648,400	3/1987	Schneider et al. .... 128/303.1
	4,665,913	5/1987	L'Esperance, Jr. .... 128/303.1
			Bergman, R.H., et al., "The Role of Fibroblast Inhibitors on Corneal Healing Following Photorefractive Keratectomy With 193-Nanometer Excimer Laser in Rabbits", <i>Ophthalmol Surg</i> , 25(3):170-174 (Mar. 1994).
			Talamo, J.H., et al., "Modulation of Corneal Wound Healing After Excimer Laser Keratomileusis Using Topical Mitomycin C and Steroids", <i>Arch Ophthalmol</i> , 109(8):1141-1146 (Aug. 1991).
			Rieck, P., et al., "Basic fibroblast growth factor modulates corneal wound healing after excimer laser keratomileusis in rabbits", <i>German J Ophthalmol</i> , 3:105-111 (Mar. 1994).
			Morlet, N., et al., "Effect of Topical Interferon-Alpha 2b on Corneal Haze After Excimer Laser Photorefractive Keratectomy in Rabbits", <i>Refract. Corneol Surg</i> , 9(6):443-451 (Nov.-Dec. 1993).
			Filipec, M., et al., "Topical Cyclosporine A and Corneal Wound Healing", <i>Cornea</i> , 11(6):546-552 (Nov. 1992).
			Mastubara, M., et al., "The Effect of Active Vitamin D to the Wound Healing After Excimer laser Phototherapeutic Keratectomy (PTK)", <i>Invest. Ophthalm. Visci.</i> , (37):S198 (Apr. 1996).
			Nizama, T., et al., "Cooling the Cornea to Prevent Side Effects of Photorefractive Keratectomy", <i>Suppl. to J. Refract. &amp; Corneol Surg</i> , 10:S262-S266 (Mar.-Apr. 1994).
			Rawe, I.M., et al., "A Morphological Study of Rabbit Corneas After Laser Keratectomy", <i>Eye</i> , 6:637-642 (Dec., 1992).
			Wu, Wilson C.S., et al., "Corneal Wound Healing After 193-nm Excimer Laser Keratectomy", <i>Arch Ophthalmol</i> , 109:1426-1432 (Oct. 1991).
			Streuli, C.H., et al., "Extracellular Matrix Regulates Expression of the TGF- $\beta$ 1 Gene", <i>J. Cell Biology</i> , 120:253-260 (Jan. 1993).



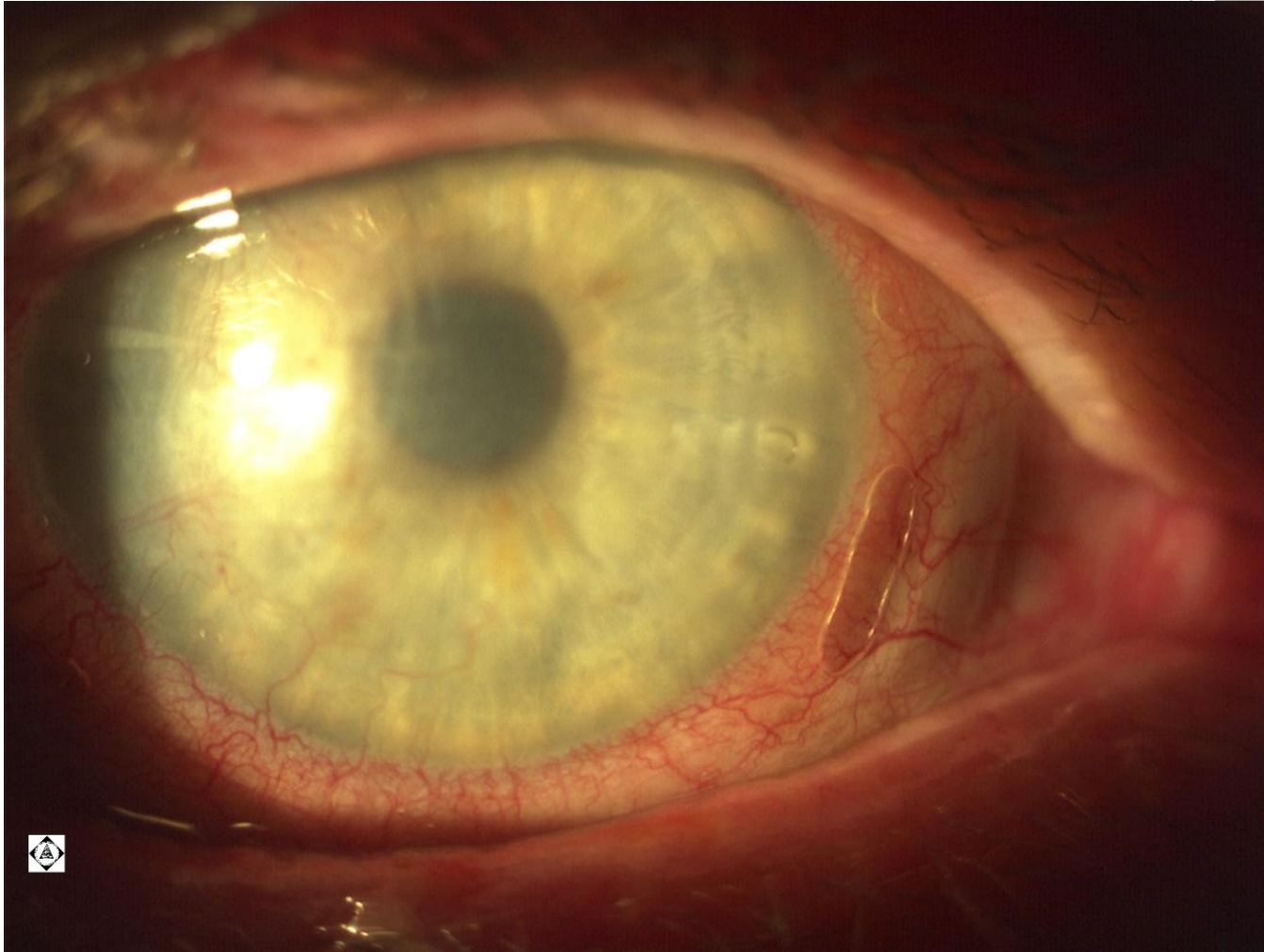
# Corneal injury, long-term blindness

角膜创伤, 干眼, 结疤, 失明





**AMCL reduces corneal scar, restored sight**  
羊膜隐形眼镜抑制了结疤，视力复明

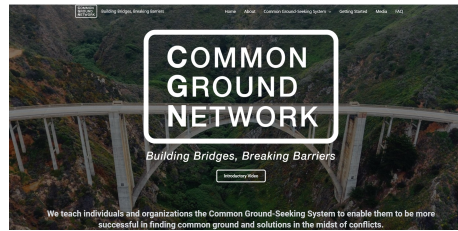




OLD NAVY  
EST. 1994

Hayashi, M.D., Ph.D.





# The world's first amniotic membrane contact lens

## 世界第一个羊膜隐形眼镜



Science and faith DO have common ground

科学和信仰是有共同点的

# Differentiate or Die

Market research

Message

**Credential**

Communication

# Cultural Revolution 文革 (1966-1976)



After junior high, to avoid being sent away to labor camp, picked up erhu and dancing, to try to get into the government's song-and-dance troop

拉二胡学跳舞，想进文宣队，以逃避上山下乡



# 1976 Cultural Revolution ended, college entrance exam resumed 文革结束，高考恢复



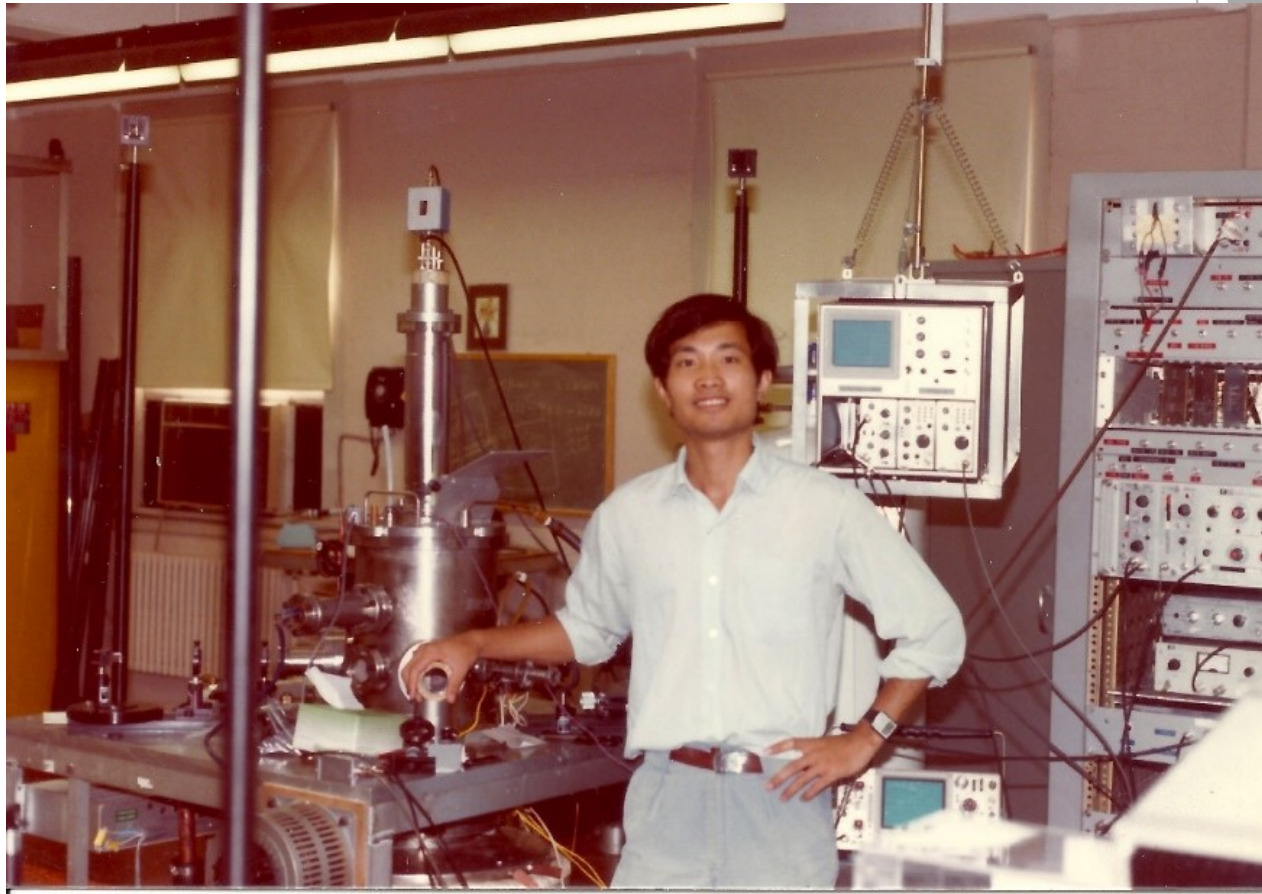


# University of Science and Technology of China

文革后第一次高考, 77级, 中国科技大学

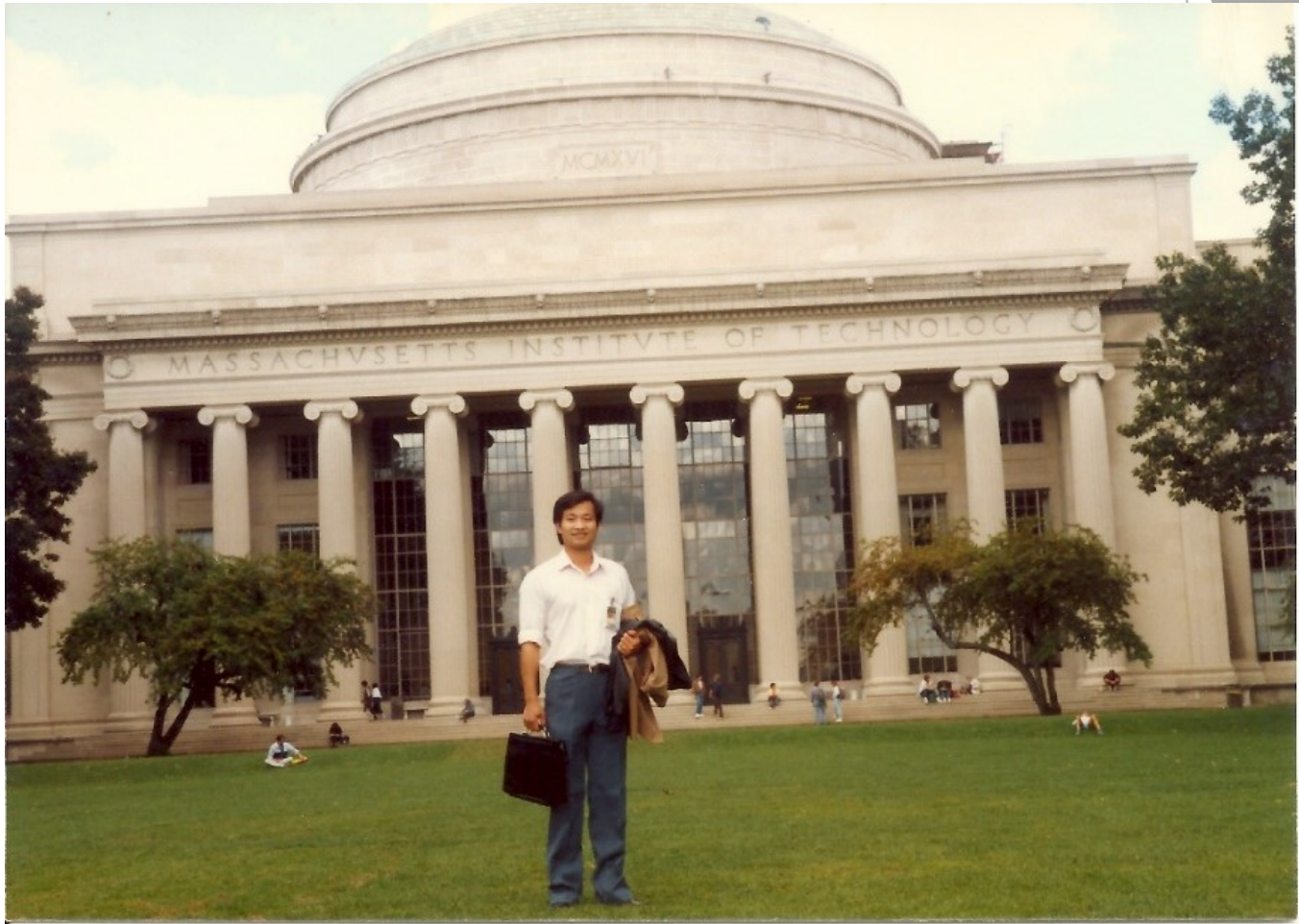


**Came to U.S. in 1982, PhD in laser physics at UMD,  
wanted to go to medical school, was racially  
discriminated 在美读博士，受到种族歧视**



# Post-doctorate at MIT

## 麻省理工学院





**Harvard Medical School/MIT**  
哈佛医学院 (MD, *magna cum laude*)



**Harvard/MIT joint MD (magna cum laude)**

**First place in graduation thesis**

毕业（特技优等生，毕业论文第一名）





**Two doctorate degrees, one in laser physics, one in medicine  
Harvard & MIT (MD, *magna cum laude*); PhD (laser physics)**



# 哈佛特级优等生





# 哈佛毕业论文第一名

HARVARD MEDICAL SCHOOL



DR. HAROLD LAMPORT BIOMEDICAL RESEARCH PRIZE

presented to

*Ming Xu Wang*

for the best thesis reporting  
original research in the biomedical sciences



美国哈佛医学院和麻省理工学院  
医学博士MD, *magna cum laude*)



# 白宫, 中国学生学者联谊会主席



## 和里根总统



*To Wang Mingxu  
With best wishes,  
Ronald Reagan*



# 美国爱尔Wang Vision Institute团队

**EYE** 爱尔眼科  
AIER EYE HOSPITAL

**WANG VISION  
INSTITUTE**

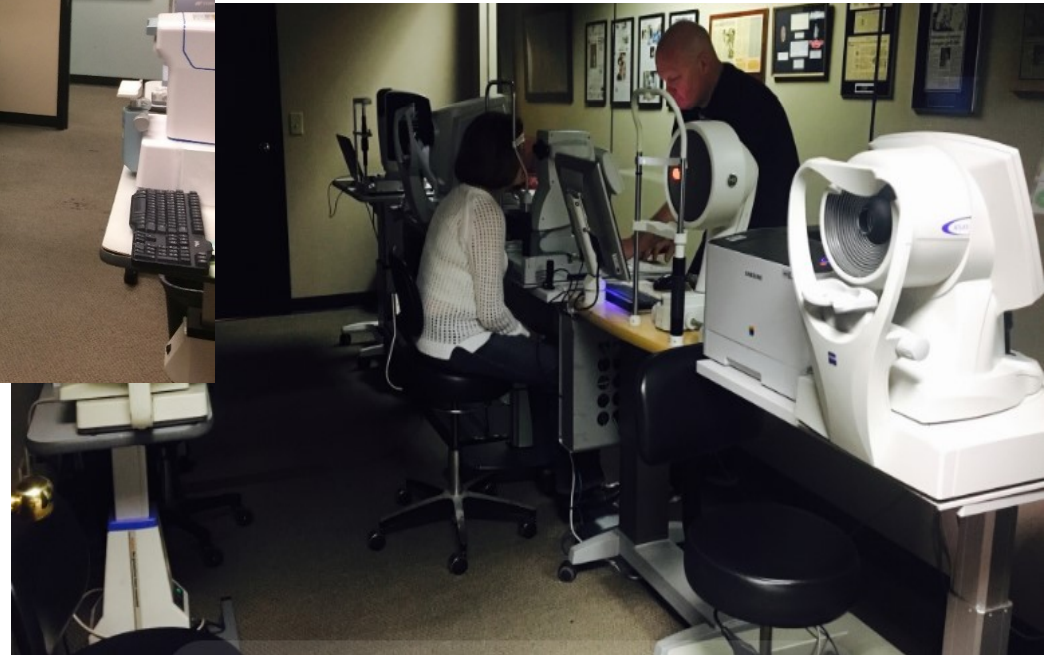


# 美国爱尔Wang Vision Institute

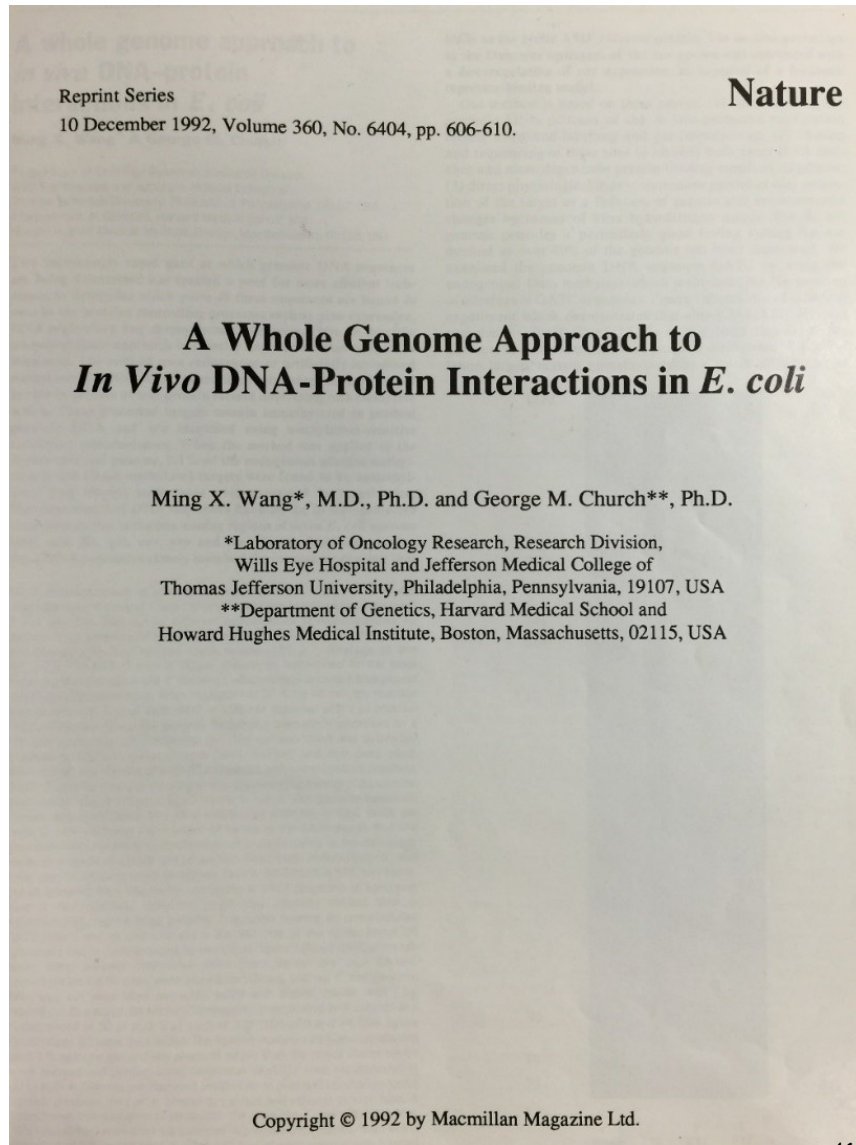


爱尔眼科  
AIER EYE HOSPITAL

WANG VISION  
INSTITUTE







**Published over 100 scientific  
papers (including one in the  
world-renowned journal**

**“Nature”**

**发表了一百多篇论文  
(包括“自然”杂志)**

## Formal Panel Consultant, US FDA Ophthalmic Device Panel 美国FDA前任委员 (历史上首位华人委员)



## International surgeon training 国际眼科医生培训中心



科研, **FDA**临床实验, 教学, 训练和合并症转诊会诊中心

# 人类的五个屈光眼科问题

## Five human eye prescription conditions

近视 **myopia**

远视 **hyperopia**

散光 **astigmatism**

老花 **presbyopia**

白内障 **cataract**

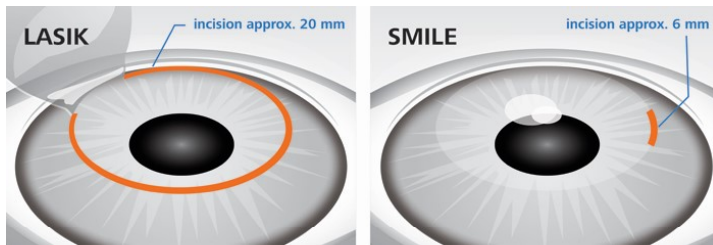


# 美国爱尔Wang Vision Institute



## 全飞激光手术

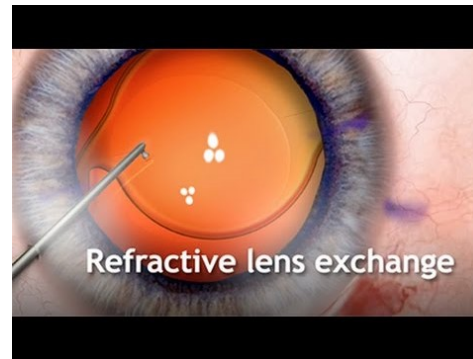
SMILE (small-incision LASIK)  
& soft-touch LASIK 18+



**Vision zoom, every Tues 6:45pm CT**  
**RSVP [www.drmingwang.com](http://www.drmingwang.com)**

## 老花手术

Forever Young  
Lens Surgery 45+



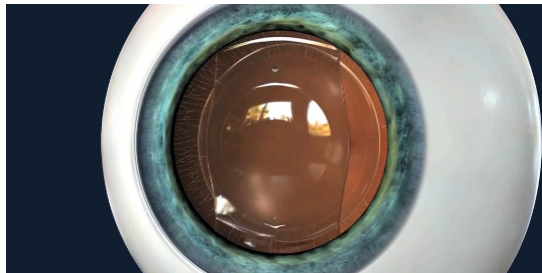
## 激光白内障手术

Laser Cataract  
Surgery 60+

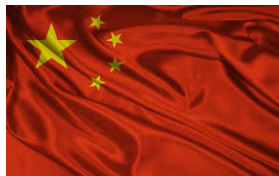
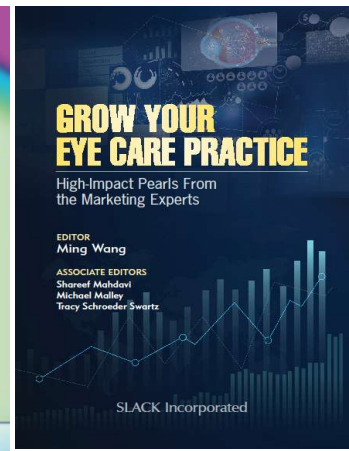
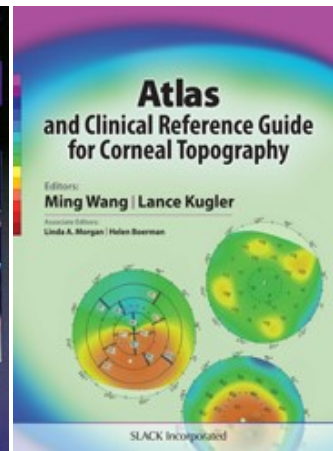
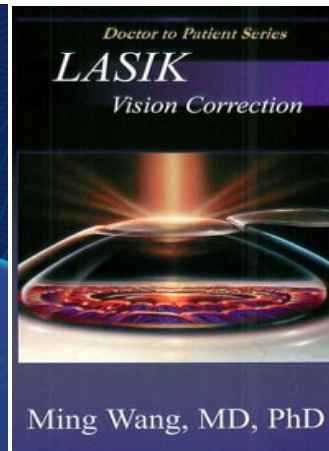
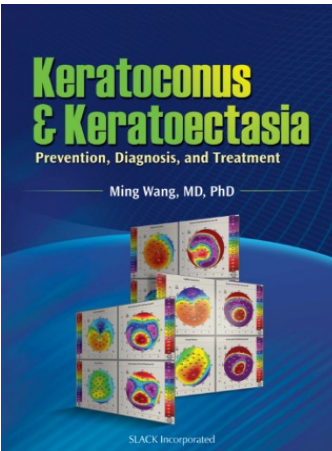
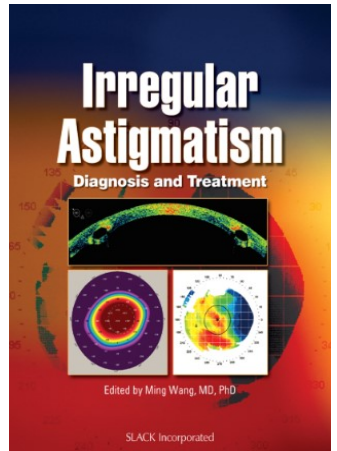
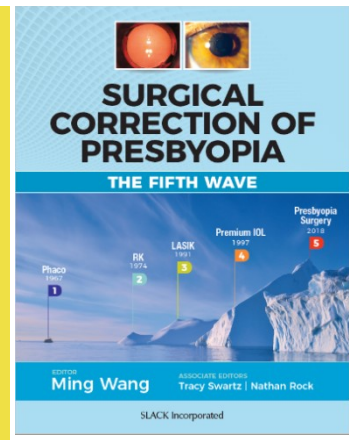
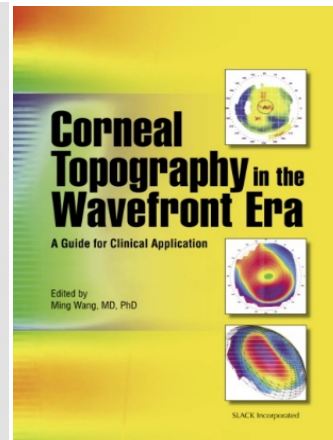
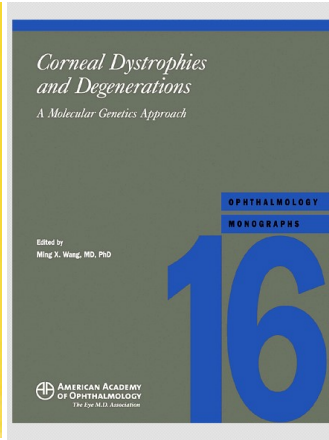
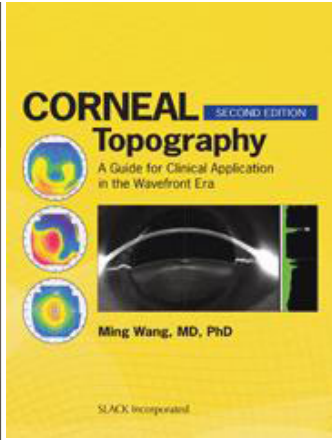
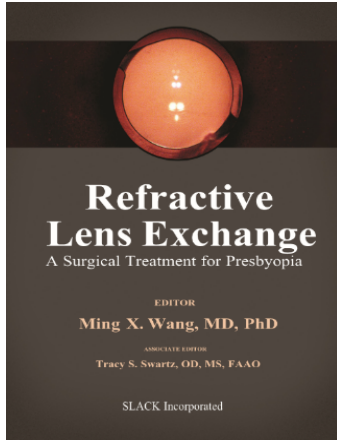


## 植入无形眼镜

Implantable Contact Lens 21+



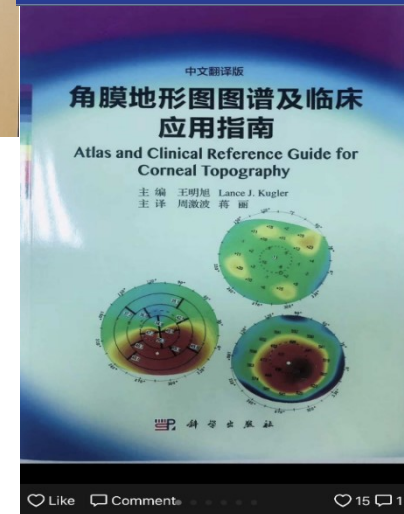
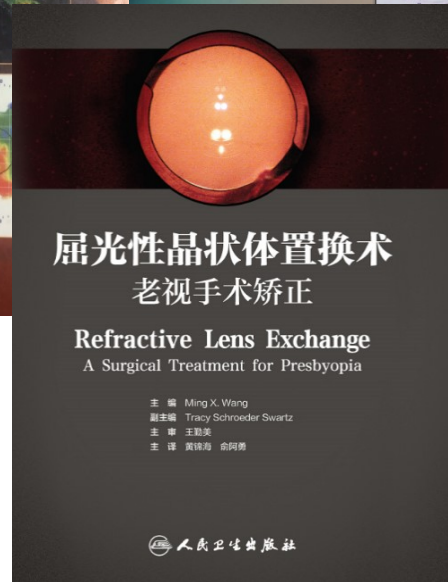
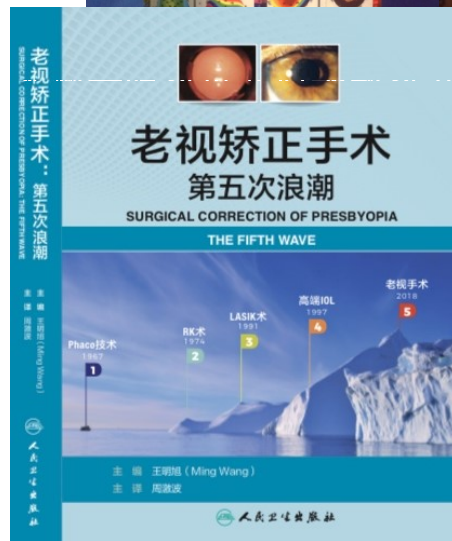
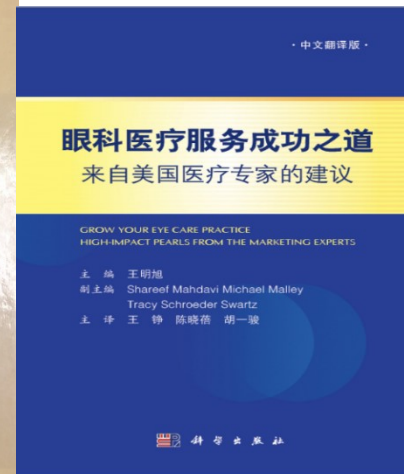
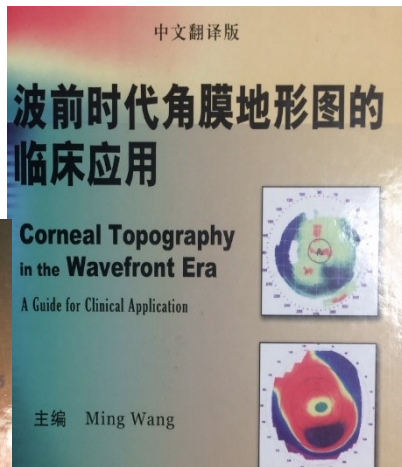
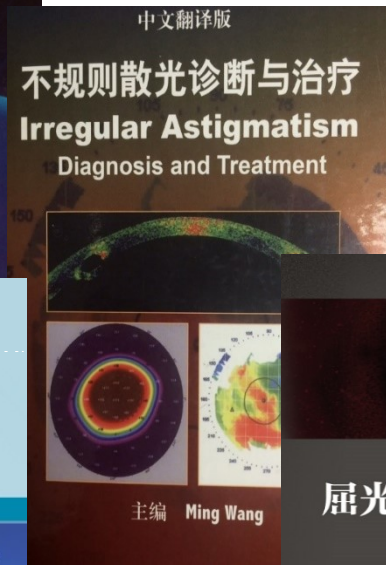
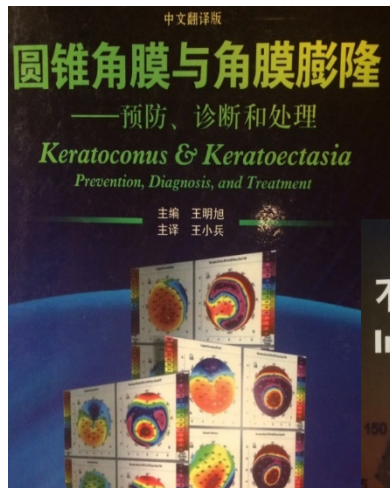
[drwang@wangvisioninstitute.com](mailto:drwang@wangvisioninstitute.com) [www.drmingwang.com](http://www.drmingwang.com) wechat (ballroom123)



## 10 ophthalmology textbook 十本激光眼科英文原著教科书







**Seven has been translated into Chinese**  
**十本激光眼科英文教科书（七本翻译成了中文）**



美国爱尔Wang Vision Institute **EYE** 爱尔眼科  
AIER EYE HOSPITAL

WANG VISION  
INSTITUTE

**China's first all-laser LASIK**  
中国第一例飞秒激光眼睛手术

**中国首例**



王明旭与中国飞秒激光手术患者合影



为中国眼科事业的发展做贡献

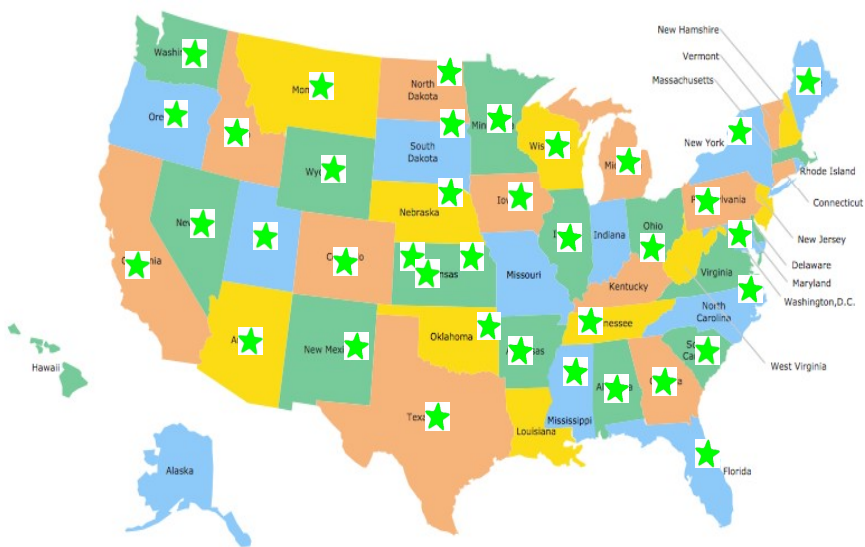


美国爱尔Wang Vision Institute **EYE** 爱尔眼科

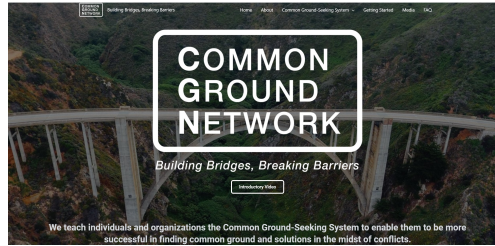
WANG VISION  
INSTITUTE

**Patients from over 40 states and 55 countries**

**美国40个州全世界55个国家的病人**



**病人来源于世界各地**



## Wang Foundation for Sight Restoration

40 states in US and 55 countries.  
All physicians donate their services.



视力复明基金会的共同点 - 盲孤儿

# Medical Charity – EyeBall

## 医学慈善事业 – 眼睛舞会





# Chinese violin erhu 宣传中国民乐



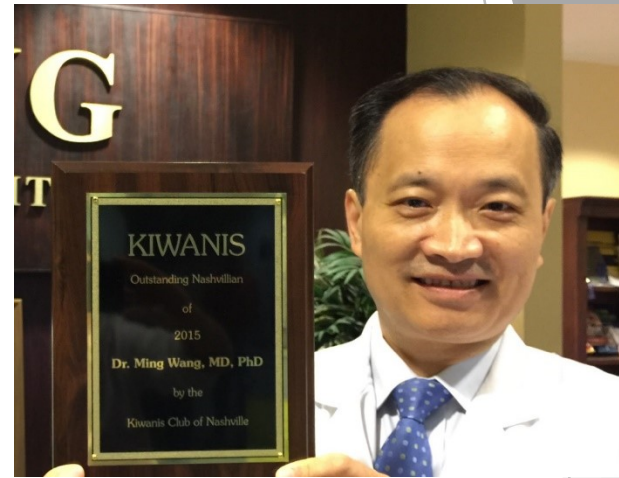


# 美国爱尔Wang Vision Institute **EYE** 爱尔眼科

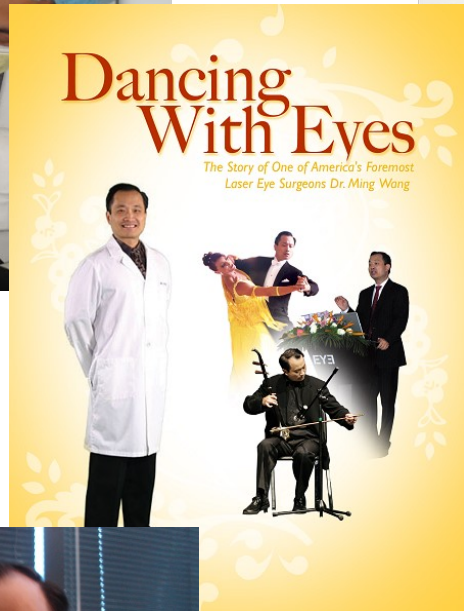
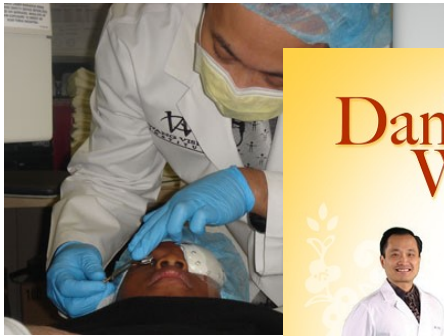
爱尔眼科  
AIER EYE HOSPITAL

WANG VISION  
INSTITUTE

## Nashvillian of the Year 纳什维尔城年度人奖 (历史上第一位华人)



# A purpose-driven life (Science is a tool, faith is the purpose) 科学是工具, 信仰是目的



# **Differentiate or Die**

**Market research**

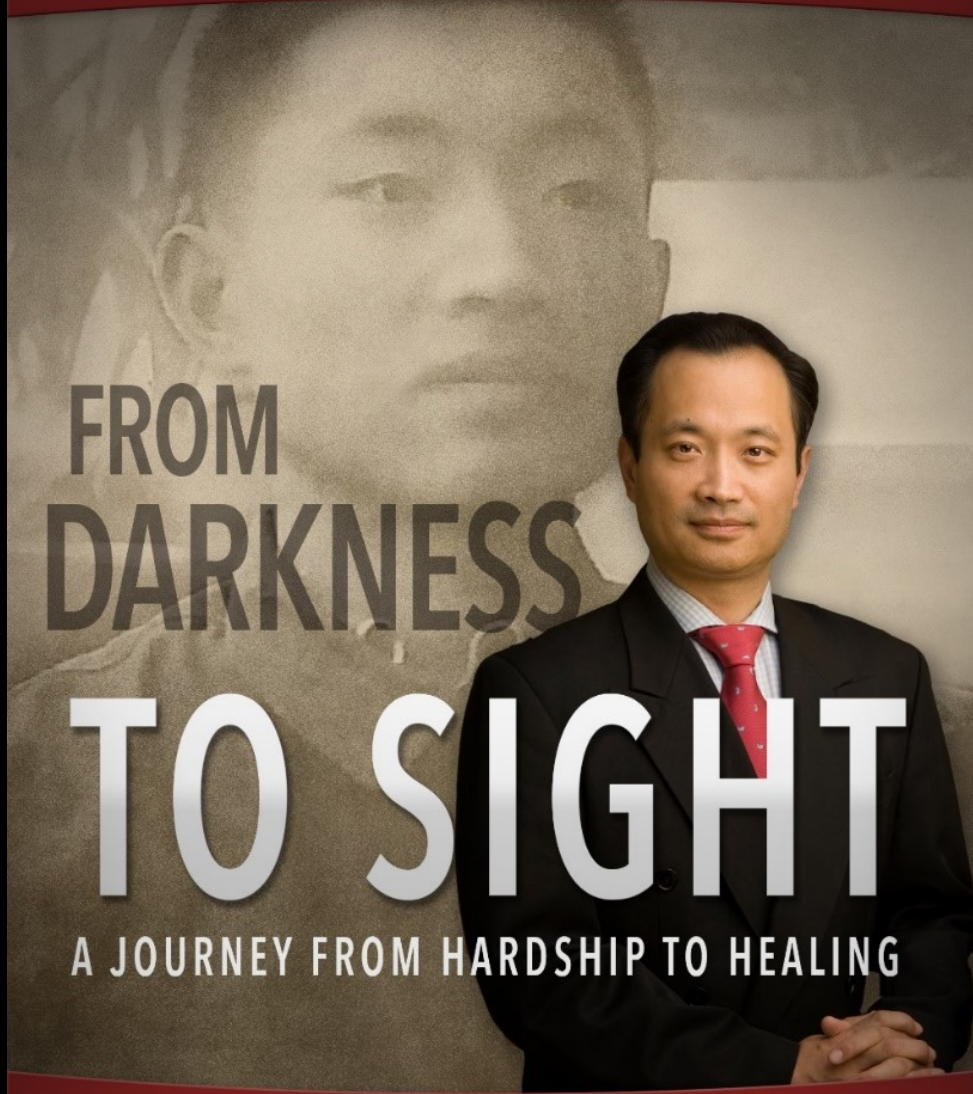
**Message**

**Credential**

**Communication**



FOREWORD BY SENATOR WILLIAM FRIST, MD



FROM  
DARKNESS  
TO SIGHT

A JOURNEY FROM HARDSHIP TO HEALING

**MING WANG** Harvard/MIT (MD)  
PhD (laser physics)

[Wangfoundation.com](http://Wangfoundation.com)



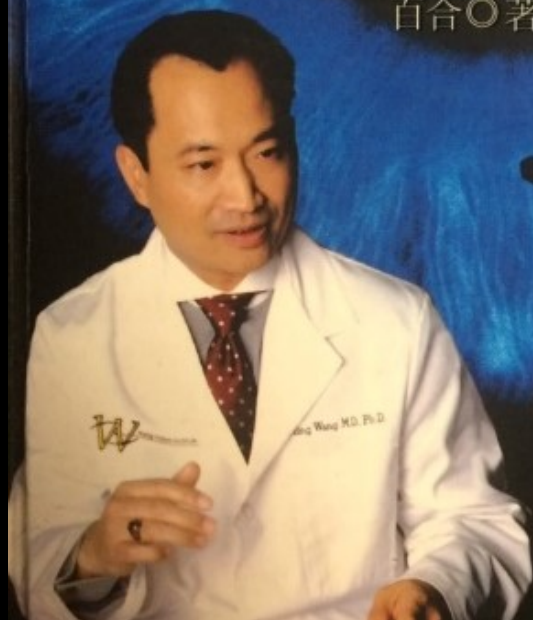
# Dancing With Eyes

The story of one of the America's foremost laser  
physicists and eye surgeons Dr. Ming Wang MD,PhD

## 与眼共舞

美国激光物理眼科权威哈佛、MIT博士王明旭

百合◎著



文匯出版社

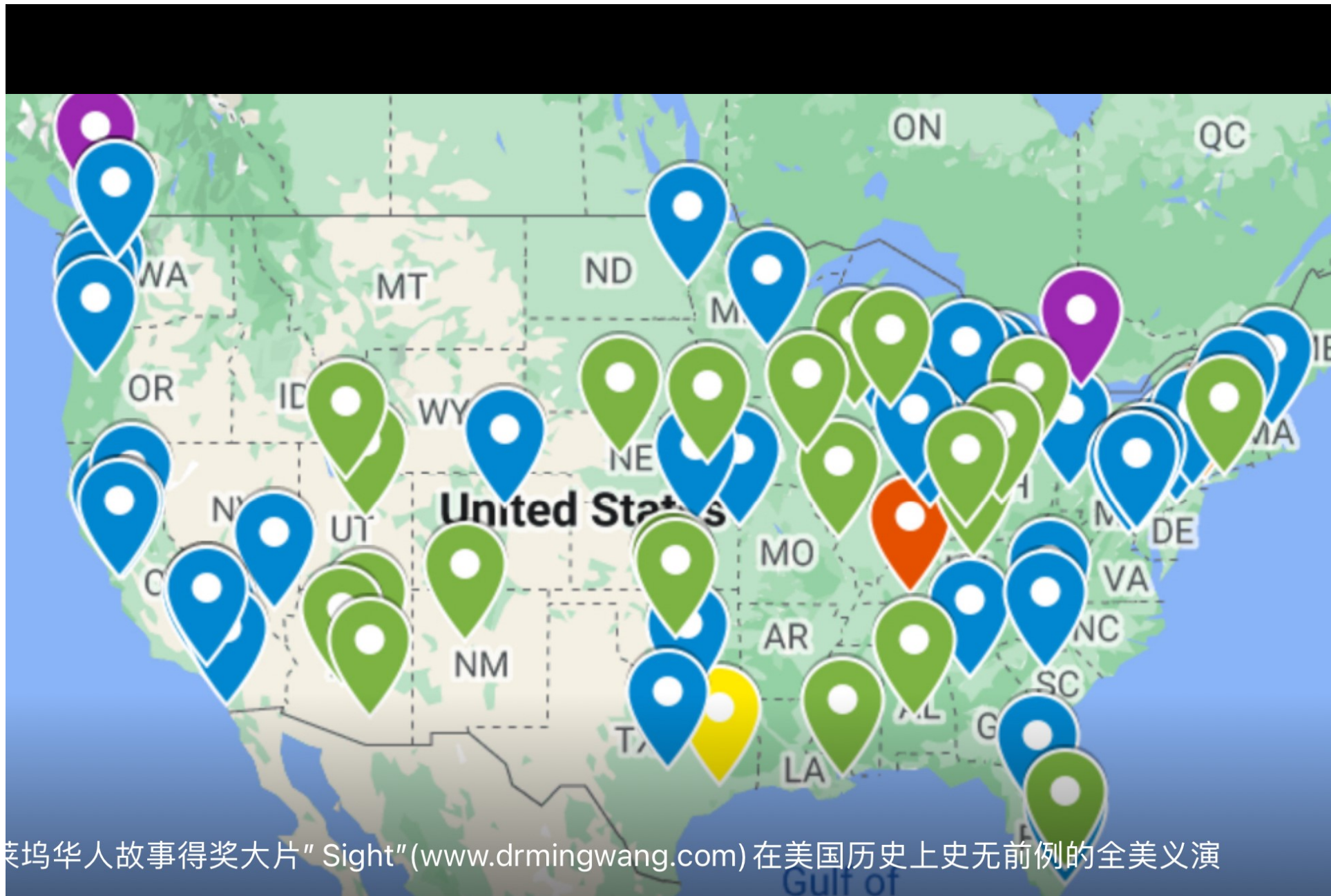


**“Sight” – Best Picture winner at ICVM International Christian Film Award  
Based on Dr. Ming Wang, MD, PhD’s autobiography “From Darkness to Sight”  
Watch “Sight” at [angel.com/sight](http://angel.com/sight) (\$12)**



**After 10-years of making “Sight”, the film was REJECTED by ALL top 10 Hollywood film distributors, both digital and theatrical, citing not as interested in Christian films and as a Chinese American film no gongfu or ancient dynasty!**

**The film will be BURIED, just like all other attempts by Chinese Americans to tell our stories in the past.**



“好莱坞华人故事得奖大片”Sight”(www.drmingwang.com)在美国历史上史无前例的全美义演

# **Sight national “Tell our story and Jesus story” Tour**

Dr. Ming Wang, [drwang@wangvisioninstitute.com](mailto:drwang@wangvisioninstitute.com), [www.drmingwang.com](http://www.drmingwang.com)

**365 days, 40 states, 500 free shows, 50,000 audience**

**Alabama**

**Arizona**

**California**

**Colorado**

**Connecticut**

**DC**

**Florida**

**Georgia**

**Illinois**

**Indiana**

**Iowa**

**Kansas**

**Kentucky**

**Louisiana**

**Louisiana**

**Maryland**

**Massachusetts**

**Michigan**

**Minnesota**

**Missouri**

**Nebraska**

**Nevada**

**New Jersey**

**New Mexico**

**North Carolina**

**North Dakota**

**New York**

**Tennessee**

**Pennsylvania**

**Ohio**

**Oklahoma**

**Oregon**

**South Carolina**

**Texas**

**Utah**

**Virginia**

**Washington**

**Wisconsin**

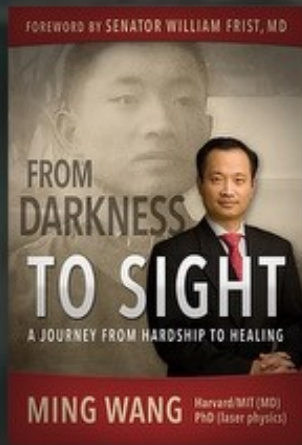
**Toronto**

**Vancouver**



# SIGHT

IN THEATERS MAY 24 – MEMORIAL DAY WEEKEND  
ASIAN HERITAGE MONTH



BASED ON THE INSPIRING  
BOOK BY DR. MING WANG

**ANGEL**  
STUDIOS

**Watch “Sight” on [angel.com/sight](http://angel.com/sight) (\$12)**



**“Sight” helps our young generation to truly appreciate America and the blessing that we all have received from God to be able to live in a free nation!**

**Watch “Sight” on [angel.com/sight](https://angel.com/sight) (\$12)**



从其于王医生生平故事改编的美国电影"Sight"说开去

Presenter  
王明旭 MD; PhD Harvard  
MIT Graduate  
CEO, Aior-USA;

Moderator  
陈敬博士: MD; PhD  
Dr. Min Chen

## Shi Ban Gong Bei monthly zoom

**Ming Wang**

Harvard & MIT (MD); PhD (laser physics)

3<sup>rd</sup> Wed of every month

**12/18 Wed 7:30pm CT**

**563 211 2348 (0524 2024)**

RSVP: Dr. Min Chen, MD, PhD  
[no1doctorminchen@gmail.com](mailto:no1doctorminchen@gmail.com)

**To receive your FREE SBGB book**  
**Email Dr. Wang at**  
**[drwang@wangvisioninstitute.com](mailto:drwang@wangvisioninstitute.com)**  
**your name/email/MAILING address**

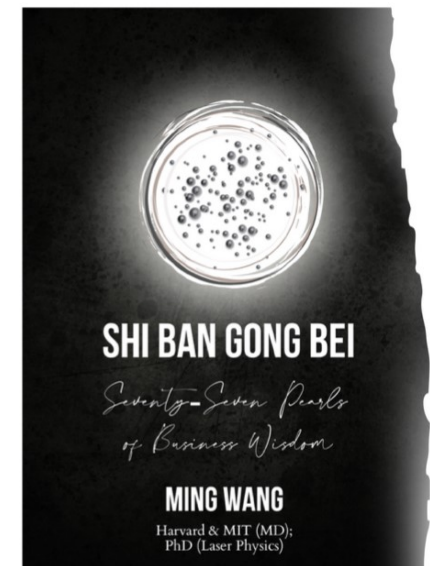


"Living in tune with the truth of who people are and how the world works can save you untold trouble. Living out of tune with those truths can feel as frustrating as trying to cut a steak with a spoon." (Introduction, *Shi Ban Gong Bei*)

Unlock the secrets to unparalleled productivity with *Shi Ban Gong Bei*, based on the ancient Chinese philosophy of "accomplishing twice the work in half the time." In this transformative book, Dr. Ming Wang-acclaimed eye surgeon and philanthropist-shares seventy-seven invaluable pearls of business wisdom that will revolutionize the way you approach work and life.

Whether you're an entrepreneur, executive, or aspiring leader, *Shi Ban Gong Bei* offers invaluable guidance for navigating the complexities of the modern business landscape. From mastering the art of delegation to harnessing the power of innovation, Dr. Wang's timeless wisdom will empower you to elevate your performance and reach new heights of success.

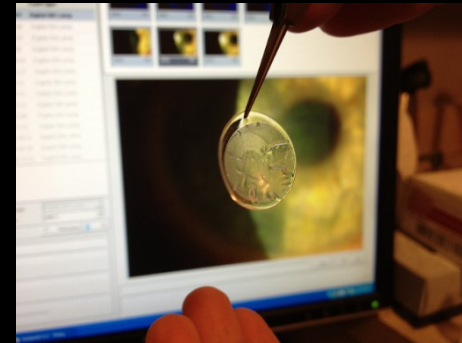
Discover the timeless wisdom of *Shi Ban Gong Bei* and unleash your full potential with Dr. Ming Wang as your guide.





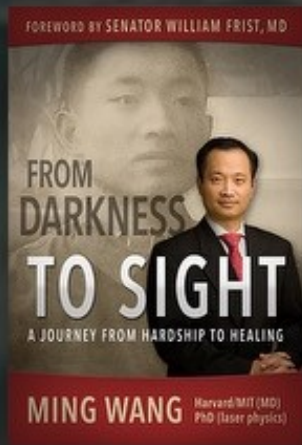
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