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On the Waring rank of cubics

In this talk I will present a new approach to the study of the Waring rank of homogeneous polynomials. This method is particularly useful in the case of degree three forms. For example, we can complete the description of the possible ranks for reducible cubics. This is a joint work with Cheng Guo (University of Technology Sydney) and Emanuele Ventura (Aalto University).