



Mobile technology has become a cornerstone of the global economy. But its full impact - and potential - has not yet been realized, by consumers or businesses. **Anindya Ghose** is helping corporations globally, both better understand and capitalize on the game-changing power of mobility and Artificial Intelligence. Widely considered the leading global expert on the mobile economy and how it is affecting customer behavior, Ghose is Heinz Riehl Chair Professor of Technology and Marketing at New York University's Stern School of Business. He is also the director of the school's Masters in Business Analytics program. Named to the Thinkers50 2017 Radar list of up-and-coming management thinkers, the "Top 40 Professors Under 40 Worldwide" (Poets & Quants) and the "Top 200 Thought Leaders in Big Data and Business Analytics" (Analytics Week), Ghose is making big and quick strides in both academia and business. He focuses his work on economic issues and consumer behavior as it relates to the internet, mobile, digital marketing, big data, and business analytics. He has researched, and written, taught and spoken about the digital transformation of business and society for almost 15 years. He analyzes and makes sense of product reviews, reputation and rating systems, wearable technologies, mobile commerce and mobile advertising, crowdsourcing and online markets, and more broadly on digital technologies that are transforming markets and industries.

In his book *TAP: Unlocking the Mobile Economy* (MIT Press, April 2017) - double winner of the 2018 Axiom Business Book Awards - Ghose discusses why it is time to seize the opportunities created by the global prevalence and dependence on smartphones. His insights empower readers to tap into nine force...

## Testimonials

□ The smartphone is a truly transformative technology. This book is required reading for anyone who wants to understand how mobile technology is changing our businesses, our economy, and our lives. □

- Chief Economist, Google.

□ Tap is the most comprehensive book I've seen on mobile's business transformational power and its unique ability to get closer to customers. □

- CEO, Mobile Marketing Association.

**Anindya Ghose**

### Speech Topics

- Technology
- Retail
- Marketing
- Innovation
- Business Speakers
- Artificial Intelligence

