



# Dr. David Weinberger

Technologist and Commentator



## CSA CELEBRITY SPEAKERS

David Weinberger is one of the foremost (and funniest!) interpreters of technology's impact on business and society. His new book, 'Everything Is Miscellaneous: The Power of the New Digital Disorder', reveals new principles for taking advantage of the onrushing flood of information in order to help us pull ourselves together now that we've blown ourselves to bits. David has been called a "marketing guru" by the Wall Street Journal.

### "A Marketing Guru"

#### In detail

One of the connected economy's most thought-provoking mavericks, David is a fellow at Harvard University's prestigious Berkman Center, a former philosophy professor, gag writer for Woody Allen, NPR commentator, technology columnist, weblogging pioneer, and a dot com entrepreneur. A dynamic and witty speaker, he has received widespread acclaim - and we can prove it! - for captivating presentations to such companies as IBM, Yahoo, Microsoft, Google and Disney.

#### What he offers you

David addresses the key elements of an information and technology revolution that impacts how we organise our businesses, increases our customers' newly found control of the information they touch, and challenges the core concepts of who and what we trust.

#### How he presents

David is an effective speaker who enthral audiences with his dynamic and witty presentations.

#### Topics

Messages Make Markets

The Power of Digital Disorder or Why Messiness Is a Virtue

The Future of Web 2.0

Semantic Collaboration

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

##### 2008

Everything is Miscellaneous: the Power of the New Digital Disorder

##### 2006

Small Pieces Loosely Joined: a Unified Theory of the Web

##### 2001

The Cluetrain Manifesto: the End of Business as Usual