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The Soul of Enterprise: Business in the Knowledge Economy
Friday at 12 Noon Pacific
August 29th 2014: Interview with Rory Sutherland

We are excited to announce that Rory Sutherland, Vice Chairman, Ogilvy Group UK, in London, will be our guest on August 29, for the entire show. Rory has delivered several TED talks, along with many others, including our favorite, a Zeitgeist talk at Google. They are all incredibly thought-provoking, and rooted in behavioral, and Austrian, economics. In his spare time, Rory collect self aggrandizing job titles. He was president of the Direct Jury at Cannes in 2007, and was elected President of the Institute of Practitioners in Advertising in 2009 for two years, where his message was that adver

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Featured Guest



Rory Sutherland

Rory is the Vice Chairman of Ogilvy in the UK, an attractively vague job title which has allowed him to co-found a behavioral science practice within the agency.

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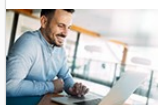
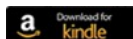
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