



**BHARAT N. ANAND ON
A STRATEGIST'S GUIDE
TO DIGITAL CHANGE**

Join Bharat Anand at MIP: The Evolution of Delivery!

Bharat will apply the framework developed and lessons learned for his book, *The Content Trap*, and apply them to book publishing today and in the future.

About Bharat Anand:

Bharat is the Henry R. Byers Professor of Business Administration at Harvard Business School, and an expert in digital strategy and corporate strategy. He created Harvard Business School's first executive program on digital strategies for media companies. He has written over fifty articles and case studies, many in the top journals in economics, strategy, and marketing.

His recently published book, *The Content Trap: A Strategist's Guide to Digital Change*, was named by Fast Company as one of its top ten business books of 2016, and the Wall Street Journal described the book as "a call to clear thinking and reassessing why things are the way they are."

[Register for MIP now!](#)

When & Where?

April 21st, from 8:30 to 4:30 at Harvard Club of NYC

Special thanks to our sponsor



Check out the rest of of the MIP line up [here!](#)

[Snag a ticket now!](#)

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