Business@Arison Lecture Series
Arison School of Business cordially invites you to a lecture by

Dr. Howard R. Moskowitz

Mirror, Mirror on the Wall...
New Digital Media for ALL

Academic Manager : Dr. Taly Eichenwald - Dvir

The lecture shows how to create the future on a systematic basis for digital media - and how to deal with and how to master the not-so-surprising problem that there are profound person-to-person differences in what people want.

Tuesday, April 23rd 2013, 19:00
Room A208, Arison-Lauder Building, IDC Herzliya Campus

19:00  Gathering and Refreshments
19:15  Dr. Taly Eichenwald-Dvir, Associate Dean, Arison School of Business
19:20  MBA student
19:40  Dr. Howard Moskowitz, President and CEO of Moskowitz Jacobs Inc.
20:20  Q & A

Dr. Moskowitz is known worldwide as the leading thinker and creator of advanced research technology in the area of new product and concept development; president and CEO of Moskowitz Jacobs Inc. He is both a well-known experimental psychologist in the field of psychophysics and an inventor of world-class market research technology. He lectures all over the world and serves on the editorial board of major journals. The author of over 25 books and several hundred refereed papers, Dr. Moskowitz is a frequent contributor to business and scientific journals. He is the co-author of the book Selling Blue Elephants: How to Make Great Products That People Want Even before They Know They Want Them (Wharton School Publishing).

The lecture will be held in English
The number of participants is limited
For registration please contact : mwaisman@idc.ac.il

Learn Different. Make a Difference.
Dr. Howard R. Moskowitz

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