

MALCOLM GLADWELL VO

Hi, I'm Malcolm Gladwell and I'm pleased to be your Day 3 Keynote speaker ... at Information On Demand 2009.

As you engage in Information-led Transformation, I'll be providing a road map for you to help your business promote internal institutional change ... and outlining the steps you can take to speed the adoption of new ideas ... and strengthen company cultures.

So come find out about the "power of context," the "rule of 150" and other important levers of change ... so that YOU can lead the way.

Look forward to seeing you in Vegas.