



Confederation of Indian Industry
EASTERN REGION

MARKETING IN THE AGE OF AI: EXPERT INSIGHTS

Marketing Masterclass
with

Martin Lindstrom

23rd  **BRAND CONCLAVE**

📅 23 November 2024 ⌚ 0845 - 1800 hrs 📍 Taj Taal Kutir, Kolkata

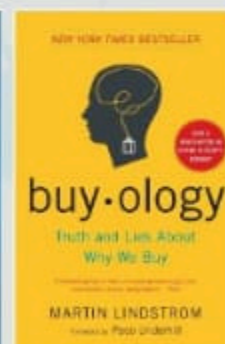
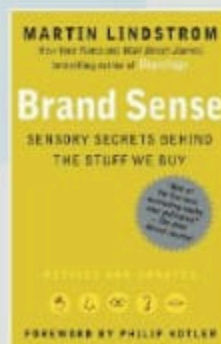
Martin Lindstrom is the founder and chairman of Lindstrom Company, a global branding & culture transformation firm, operating across five continents and more than 30 countries.

For eight years running, the prestigious Thinkers50 board has selected Lindstrom to be among the world's top 50 business thinkers and TIME Magazine has named Lindstrom one of the "World's 100 Most Influential People."

Among the companies he advises are Pepsi, UBER, Colgate- Palmolive, Burger King, Maersk, Lidl, Lowes, Nestle and Google.

Lindstrom is a New York Times best-selling author of eight books translated into 60 languages. The Wall-Street Journal praised his book Brand Sense as "one of the five best marketing books ever published," his book Small Data as "revolutionary."

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