



Reaching Global Audiences in the iPhone Era

Neelan Choksi, former CEO of Lexcycle, will share lessons learned from delivering the most popular e-book reader for iPhones, Stanza, to the global market and how these lessons could be applied to the World Bank. Under his watch, Stanza reached over 4 million users in more than 80 countries. Choksi will also examine trends in digital reading and other technology solutions driving innovation in that space.



CHAIR:

Carlos Rossel

Publisher

External Affairs

Office of the Publisher

World Bank

PRESENTER:

Neelan Choksi

President & COO

Tasktop Technologies

Monday
December 6, 2010
2:30-4:30 PM

Coffee and cookies will be served

Auditorium J1-050

World Bank J Building

18th Street and Pennsylvania Ave, NW
Washington, DC

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Third in a series of events

Publishing For Impact: A Forum for Mission-Driven Non-Profit Publishers

This event is sponsored by the InfoShop and the Office of the Publisher (EXTOP)