

# Cognizant



- ❧ Cognizant is global professional services that helps companies transform their business, operating and IT services in the digital era
- ❧ It was founded in 1994 as the in-house technology unit of Dun and Bradstreet and started serving external clients in 1996
- ❧ The company grew rapidly and today employs more than 250,000 staff globally, managed from its headquarters are in Teaneck, New Jersey, USA
- ❧ Cognizant focuses on three key service lines across various industries — Digital Business, Digital Operations, and Digital Systems & Technology
- ❧ A senior executive, Ben Pring, was sent to Hong Kong to talk about the future of work with a leading insurance client
- ❧ Newell was asked to arrange media interviews for him when in town on the same topic

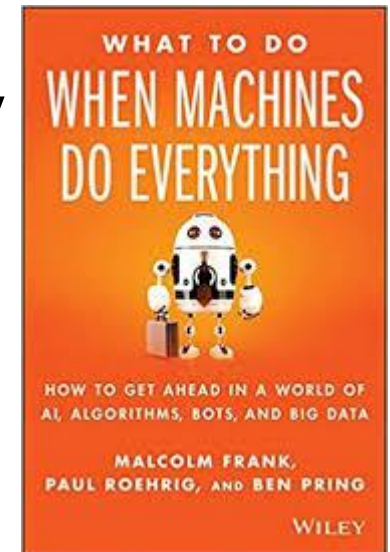


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- ❏ Ben was the author of a book “When Machines Do Everything” a topical subject title in Hong Kong where the economy has undergone rapid transformation over the past two decades, with minimal union activity and a strong free-market ethos
- ❏ Newell arranged a series media interviews around his busy schedule
- ❏ Interviews were conducted mostly at the W Hotel in Kowloon
- ❏ Excellent coverage was achieved



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# Coverage Achieved

Bloomberg radio



October 19, 2017 — 10:43 AM HKT



Ben Pring, co-leads Cognizant's Future of Work Center, and is the author of *What to do When Machines do Everything*. He joined David Ingles and Doug Krizner to discuss the role of AI as a productivity tool, saying that predictions of job collapse are incorrect and we should be embracing technology more.

Running time 04:27

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