

## Contributors

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**Tim Wu** is a professor at Columbia Law School, and a contributing opinion writer for the *New York Times*. He is author of the books *The Master Switch* (Knopf, 2010), *The Attention Merchants* (Knopf, 2016), and *Who Controls the Internet?* (Oxford University Press, 2008, with Jack Goldsmith), along with *Network Neutrality*, *Broadband Discrimination*, and other works. In 2013 he was named one of America's 100 Most Influential Lawyers, and in 2017 he was named to the American Academy of Arts and Sciences.

**Shoshana Zuboff** is the Charles Edward Wilson Professor of Business Administration at the Harvard Business School (emerita). Her career has been devoted to the study of the rise of the digital; its individual, organizational, and social consequences; and its relationship to the history and future of capitalism. Her new work includes *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power*, published in 2019 by Public Affairs in the US and Eichborn in Germany. In 2006, strategy+business named Professor Zuboff among the eleven most original business thinkers in the world. Author of the celebrated classic *In the Age of the Smart Machine: The Future of Work and Power* (Basic Books, 1988), Professor Zuboff has been called “the true prophet of the information age.”

