Expert in Digital, Consumer Behavior & E-Commerce

David R. Bell

Even in today’s interconnected, digital world, location means everything. David R. Bell, an authority on consumer behavior and e-commerce, explains why. A graduate of Stanford University and marketing professor at the University of Pennsylvania’s Wharton School, David is an award-winning teacher. His studies focus on how we use the Internet and related technologies to search, shop and sell – a subject he delves deep into in his best-selling book – “Location is (Still) Everything” (New Harvest, July 2014). David developed Wharton’s first course on digital marketing and e-commerce. His research articles have appeared in all major marketing journals – Journal…

Topics

- Digitalization / Technology
- Marketing / Branding / Storytelling
- Sales / Marketing
- Start Up / Entrepreneurship

Languages

- English

Details & contact information

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