

MIT Professor Alex Pentland opens spring lecture series

The [speaker series](#), a cooperative effort between [Dominican's ILS](#) and Book Passage, features some of the country's leading figures from the worlds of business, politics, entertainment, academia, and literature. It has entertained and educated thousands of Marin County and San Francisco Bay Area residents. All lectures are open to the public.

Pentland discussed his latest book, *Social Physics: How Good Ideas Spread – the Lessons from a New Science* at Dominican. The lecture and book signing were free. Priority seating for the event was available with a purchase of the book (\$27.95) through Book Passage.

For more information or to purchase tickets and books to future lecture series events, contact Book Passage in Corte Madera by calling (415) 927-0960 extension 1 or visiting www.bookpassage.com.

Pentland directs MIT's Human Dynamics Laboratory and the MIT Media Lab Entrepreneurship Program, co-leads the World Economic Forum Big Data and Personal Data initiatives, and is a founding member of the advisory boards for Nissan, Motorola Mobility, and a variety of startup firms. He helped create and direct MIT's Media Laboratory, the Media Lab Asia laboratories at the Indian Institutes of Technology, and Strong Hospital's Center for Future Health. His research group and entrepreneurship program have spun off more than 30 companies to date.

The ILS 2014 Spring Leadership Lecture Series is sponsored by Private Ocean, the oldest and largest privately-held wealth management firm in Marin County. Private Ocean's commitment to community service has been a driving force behind its support of the lecture series.

Media Contacts:

Karen West, Book Passage Director of Events, 415-927-0960, Ext. 238, kwest@bookpassage.com

Sarah Gardner, Director of Communications and Media Relations, 415-485-3239, sarah.gardner@Dominican.edu.