

Graham Jones

Internet psychologist and customer behaviour expert

Available For:

- Keynote Speaking

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About

Graham Jones is a psychologist and customer behaviour expert who helps businesses understand how their customers behave online, so that they can more appropriately connect with them. He was one of the first psychologists in the world to start investigating the way human behaviour has adapted to the online world; speaking at conferences and consulting with a number of businesses, helping them engage more fully with their online customers and thereby helping to improve their brand, sales and profits.

Graham helps businesses discover how their customers, staff, suppliers and competitors use the Internet. As a result, Graham provides psychological insights into online behaviour that enable modern businesses to profit from the Internet. Those increased profits might come from using Graham's psychological analysis of consumer behaviour, or they might arise from using the Internet within your business in more productive ways, adapting to the behaviour of your staff or suppliers.

Graham firmly believes that when businesses gain a greater understanding of how people behave online, they can increase their profitability through improved communication or more engaging ways of using the Internet.

Graham is the author of more than 30 books, a Member of the British Psychological Society and is a Visiting Lecturer at the Business School at the University of Buckingham. He is also an Associate Lecturer at the Open University and an award-winning writer / contributor to many magazines and newspapers as well as online publications. His own blog reaches over 100,000 people. Furthermore, Graham is a Fellow of the Professional Speaking Association and one of only 17 people in the UK to have received the prestigious "Professional Speaking Award of Excellence". He is regularly interviewed by the media and appears in newspapers, magazines, or on the radio or on TV each week.

Testimonials

“

Graham Jones was one of the most responsive speakers we have seen - he had clearly done his homework by looking at member websites and answered questions impressively. I would recommend him as a "must have" speaker.

Joanna Jesson, Academy for Chief Executives.

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There are only a very small handful of people who really impress me with their knowledge and understanding of the Internet. Graham Jones is on that list - at the top. His ability to explain how people use the Internet - and thus how business owners can benefit, is second to none. Highly, highly recommended.

Philip Calvert, IFALife Conference.

“

Graham Jones is an excellent speaker and consummate professional. His wealth of experience ensures he always provides witty and entertaining talks for any audience. He is highly regarded by all our clients and in constant demand.

Sharon Francis, Media First.

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Thank you for your very valuable contribution to our recent European conference in Madrid. I appreciate the way you spoke to ensure the audience obtained the maximum benefit.

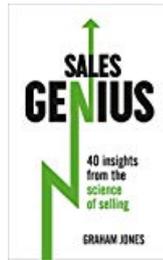
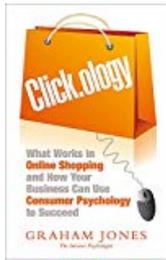
Matthew Durnford, Lucent Technologies.

“

Graham Jones has now spoken three times for our leadership development groups at Business Leaders Groups. Each time the audience of CEOs, MDs and Senior Managers has been fascinated by the ideas and revelations about the way people use the Internet. They learnt how their approach should be modified to increase their ROI on their web activities. I strongly recommend Graham as a speaker to this type of audience. Wonderful stuff!

Graham Speechley, Business Leaders Group.

Books and DVD's



TAGS FOR GRAHAM JONES

Psychology & Behaviour

Customer Service

Branding

Social Media

Communication

Marketing

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