



## Anu Bradford

Anu Bradford, an authority on EU regulatory impact, coined the term “Brussels Effect” to describe its global reach in the digital economy. Recognised by the World Economic Forum as a key policy voice, her work continues to shape digital governance.

### KEY TOPICS

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- Digital Empires: The Global Battle to Regulate Technology
- The Race to Regulate Artificial Intelligence
- The Contest for AI Supremacy: The Winner Doesn't Take All
- The Brussels Effect
- European Strategic Autonomy and Digital Sovereignty

### BIOGRAPHY

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## Anu Bradford on Global Regulatory Power and the Digital Economy

[Anu Bradford](#) is a **global economic regulation** and **foreign affairs professor at Columbia Law School**. She is a leading expert on the **digital world**, **data protection** and **international law** and a popular **keynote speaker**. Bradford's work, particularly her books, has shaped public understanding of the European Union's practical regulatory framework and its impact on business and markets. Her work also looks at how countries regulate AI within competing systems and what this means for a more digital society.

## The Brussels Effect: How the EU Shapes Global Markets

In *The Brussels Effect*, Bradford argues that the European Union rules extend beyond its borders, shaping business practices globally. For instance, international companies frequently adopt European Union regulations to maintain access to the European market, thus spreading the European Union's outsize influence worldwide. *This concept has sparked wide debate in both academic and business circles*, so Bradford's insights are particularly valuable for corporate audiences. Her analysis is particularly relevant for companies in regulated industries, as she explains how global standards impact international trade law, competition and the EU's global power. As a keynote speaker, Bradford informs business leaders on the bigger picture of regulatory power and how to adapt to the shifts in the global market.

## Digital Empires: The Global Battle Over Tech Regulation

Bradford's latest book, *Digital Empires: The Battle to Regulate Technology* (2023), looks at the global race to regulate tech companies and the bigger picture of the tech war. In it, she explores how the three dominant digital powers—the U.S., China, and the European Union—are shaping the future of digital regulation. The book looks at their three different visions for **tech governance**, their regulatory systems and the battle for tech supremacy in AI and digital technologies. It also examines the rise of **tech protectionism**, its impact on the **global economy** and the role of **international antitrust law** in shaping digital competition. Named one of the

best books of 2023 by *Financial Times*, *Digital Empires* cements Bradford's credentials on tech regulation. Her insights into the geopolitics of the tech war are especially relevant as businesses worldwide navigate the fast-changing digital landscape.

## Anu Bradford, Keynote Speaker for Corporate Events

Anu Bradford is a highly sought-after commentator and World Economic Forum Young Global Leader and delivers presentations at corporate events. As a distinguished **professor of law** and **Anu Bradford speaker**, she explains complex regulations that impact industries worldwide. Her work is associated with institutions like Harvard Law School, Columbia Business School and Chicago Law School, so she knows global regulation inside out. She simplifies complex legal frameworks and links them to business practicalities, making her insights invaluable for companies navigating global regulation. As a **senior scholar** and **Moses Professor**, Bradford's research spans disciplines such as **comparative social science research** and international law. Whether analysing the EU's regulatory power or the future of digital governance, Bradford's expertise is frequently featured in top international news outlets.

## Book Anu Bradford as a Keynote Speaker for Your Next Corporate Event!

She collaborates with academic centres like the Chazen Institute and the European Legal Studies Centre, offering actionable strategies for businesses to adapt and thrive in an evolving regulatory landscape. To book Anu Bradford for your next corporate event, [contact us](#).

### WHAT PEOPLE SAY

*"The Brussels Effect may well be the single most important book on Europe's influence to appear in a decade."*

— **Foreign Affairs, Best Books of 2020**

*"Digital Empires is a must read for anyone seeking to understand what's at stake in developing a practical regulatory framework that serves the needs of people everywhere."*

— **Joseph E. Stiglitz, Nobel Laureate 2001 In Economics**

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— **Brad Smith, President of Microsoft**