# Top Marketers Explain How Emerging Tech Will Transform Their Industries

Year-to-year, week-to-week, even day-to-day technology can change. For CMOs and other brand executives, staying on top of emerging technologies and understanding new business paradigms is essential for growth and survival. At the inaugural Brandweek gathering, hosted by Adweek last week in Palm Springs, Calif., executives discussed these game-changing technologies—from AI and blockchain to 5G and… https://www.adweek.com/brand-marketing/top-marketers-explain-how-emerging-tech-will-transform-their-industries/