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**Thrive! Keynote:**

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**Title:** c

**Description:** Neuromarketing is a scientific approach to understanding consumers’ decision-making. It pays close attention to the role of emotion, intuition and impulse in making buying decisions. Now guided by science, businesses can make their marketing much more effective by applying Neuromarketing principles, avoiding wasteful spending. Successful companies, like Apple, Google, and Amazon have all adopted Neuromarketing to boost their revenues dramatically.

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