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Susan Weinschenk has a Ph.D. in Psychology and over 30 years of experience as a behavioral psychologist. She applies research in psychology to predict, understand, and explain what motivates people and how they behave. Dr. Weinschenk is the author of several books, including 100 Things Every Presenter Needs To Know About People, 100 Things Every Designer Needs To Know About People, and Neuro

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