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Susan is the founder of the Weinschenk Institute, LLC. She is a speaker and teacher, and has written several books, including How To Get People To Do Stuff, 100 Things Every Presenter Needs To Know About People, 100 Things Every Designer Needs to Know About People, and Neuro Web Design: What makes them click?

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### 100 Things Every Presenter Needs to Know About People ...

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

### Weinschenk, 100 Things Every Presenter Needs to Know About ...

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Dr. Weinschenk is the author of several books, including How To Get People To Do Stuff, 100 Things Every Presenter Needs To Know About People, 100 Things Every Designer Needs She applies neuroscience to predict, understand, and explain what motivates people and how to get people to take action.

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