



**Thought Leader in Neuromarketing**

Dr. Hans-Georg Häusel is a thought leader in neuromarketing and is one of the leading international experts in marketing and brain research.

In 2000 he published his first bestseller "Think Limbic - Understanding the Power of the Unconscious for Marketing, Management and Motivation". With this book he revolutionised marketing and management thinking. In the meantime, he has written many other business bestsellers on the subject of brain research and selling. His book "Brain View - Why Customers Buy" was voted one of the 100 best business books of all time by an international jury in 2011. The Limbic® model he developed is considered the best instrument for recognising conscious and unconscious buying motives.

He is founder and senior partner of Gruppe Nymphenburg Consult AG and lecturer at the Hochschule für Wirtschaft in Zurich.

Häusel has changed the way we think in sales and marketing. As a brain researcher with many years of consulting experience, he shows how purchasing decisions are really made: Largely unconscious and always emotional. His lectures are fascinating and highly entertaining journeys through the customers' brain. He reveals where the many small unconscious buying buttons are located, what differentiates customers and how you can seduce customers and win them over. It doesn't matter whether it's consumer goods, retail, banks and service providers or B2B technology companies. Due to his comprehensible and humorous presentation style, he inspires listeners of all company hierarchies and educational levels equally.

Dr. Häusel is therefore a sought-after keynote speaker at many national and international events. He was awarded the Excellence Award by Unternehmen Erfolg® as one of the best speakers in the German-speaking world.

**Topics (Selection):**

- Brain View - Why Customers Buy
- Lessons for Marketing and Sales from Modern Brain Research