

The Great Paradox of Branding

Time: 14:35 - 15:05

Host: Brandopus

Dr. Dror, a world leading cognitive neuroscientist, will explore a new approach to neuroscience and its application in building effective brands, and Wegrzyn will consider how this enables a radical creative approach, developing ideas that drive commercial success and long-term growth.

Nir Wegrzyn, CEO, BrandOpus

Dr. Itiel Dror, Cognitive Neuroscientist, Cognitive Consultants International

