

How does cognitive bias play out in your marketing?

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on ebizradio.com, ask how cognitive bias can affect your marketing strategies.



Cognitive bias can have a significant impact on your business, marketing and communications. What is it and how exactly is this true? Tune in to this week's podcast to find out from Britz and Page-Lee.

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