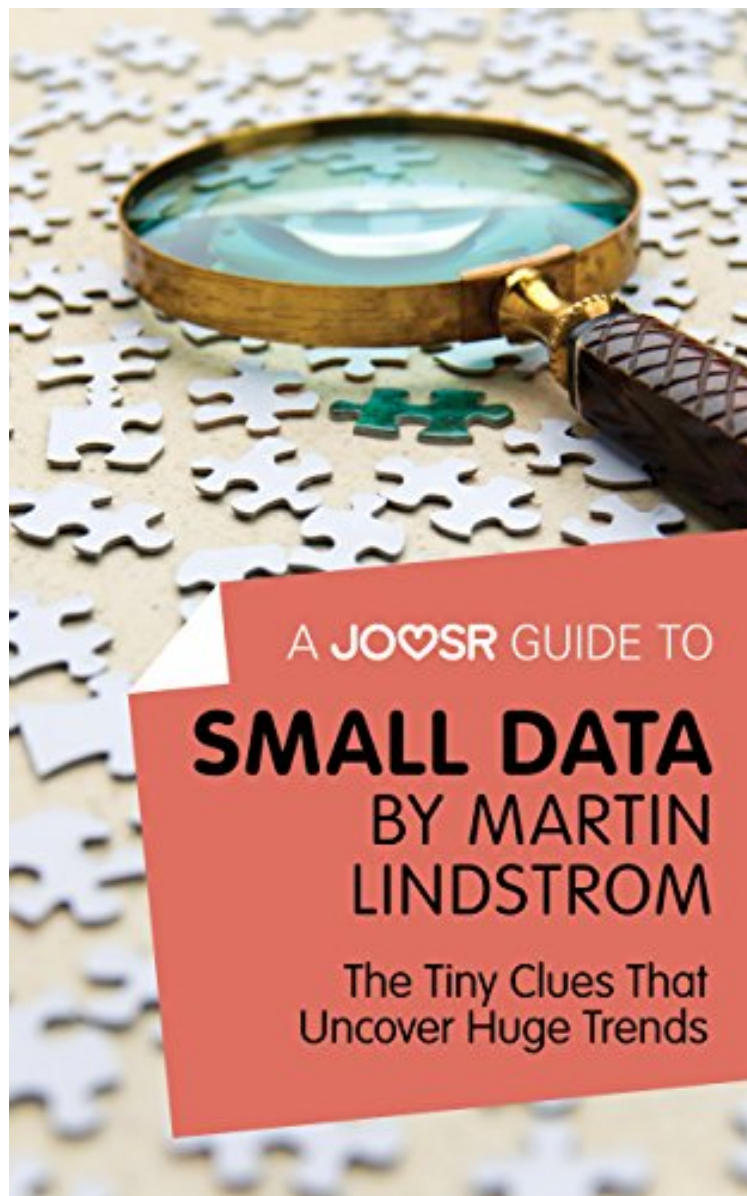


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- How small data can reveal major trends in human behavior
- The hidden motivations that drive people's purchase choices
- How brands can create powerful, lasting connections with consumers.