



The Power of Habit: Why We Do What We Do in Life and Business and How to Change it

featuring Charles Duhigg

June 11 at 12:00 pm to 1:30 pm E.T.

(Webcast from New York)

The **Power of Habit** examines how the brain connects to business strategy and marketing – *and beyond*. You can use these practical and relevant strategies to help your organization become healthier and more successful.

- Discover the core science of habit formation and transformation
- Gain a new understanding of human nature
- Understand how habits are developed and how they work

During the live webcast, you can submit questions via email and Twitter so you can interact with peers from around the industry! *The on-demand recording will be available approximately 24 hours after the event until July 31, 2013.*

[Click here for the Power of Habit!](#)



Presenter Charles Duhigg

With penetrating intelligence and an ability to distill vast amounts of information into engrossing narratives, *New York Times* business reporter Charles Duhigg brings to life a whole new understanding of human nature and its potential for transformation.

[Don't miss this unique live event. Click here to join!](#)

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