

## FGV REG TALKS

# EXAMINING THE LEGAL RAMIFICATIONS OF NEUROMARKETING: EXPLORING CONSUMER SAFEGUARDS AND FINANCIAL CONSIDERATIONS



**February, 20th**  
5 pm



**Auditorium 921**  
Praia de Botafogo, 190

### SPEAKER



**Ettore Lombardi**  
Università degli Studi di Firenze

### DISCUSSANT



**Daniel Dias**  
FGV Rio Law

### MODERATOR



**Nicolò Zingales**  
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