

A Baker's Dozen of Potential Interview Questions to Ask  
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1. Why is your company called Wiser Now?
2. What does Wiser Now do?
3. You started out focused on Alzheimer's disease; why the switch to brain health?
4. What's the meaning of your company motto, "Backed by science; fueled by fun"?
5. At a time when the number of people with dementia is increasing and the U.S. is falling behind other nations in its educational system, why focus on fun?
6. I can't tell jokes; does that mean I'm doomed?
7. I also can't do crossword puzzles; does *that* mean I'm doomed?
8. Why do you focus so much on "connections"?
9. What's the #1 message you would like to get across to people *worried* about their brains?
10. What's the best thing we can do as we age to keep an active mind?
11. Why do you emphasize the use of "props"?
12. What do you think of all the computer programs and other devices that promise to improve your memory and thinking skills?
13. What's your formula for world peace?