## NEW APPLICATIONS OF C\*-ALGEBRAS IN REPRESENTATION THEORY

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In this expository talk, I will discuss the recent applications of the notions of Rieffel induction and strong Morita equivalence in the theory of theta correspondence, a prominent theme in representation theory of reductive groups and in the theory of automorphic forms. The results will be based on my joint works with Bram Mesland and Magnus Goffeng.