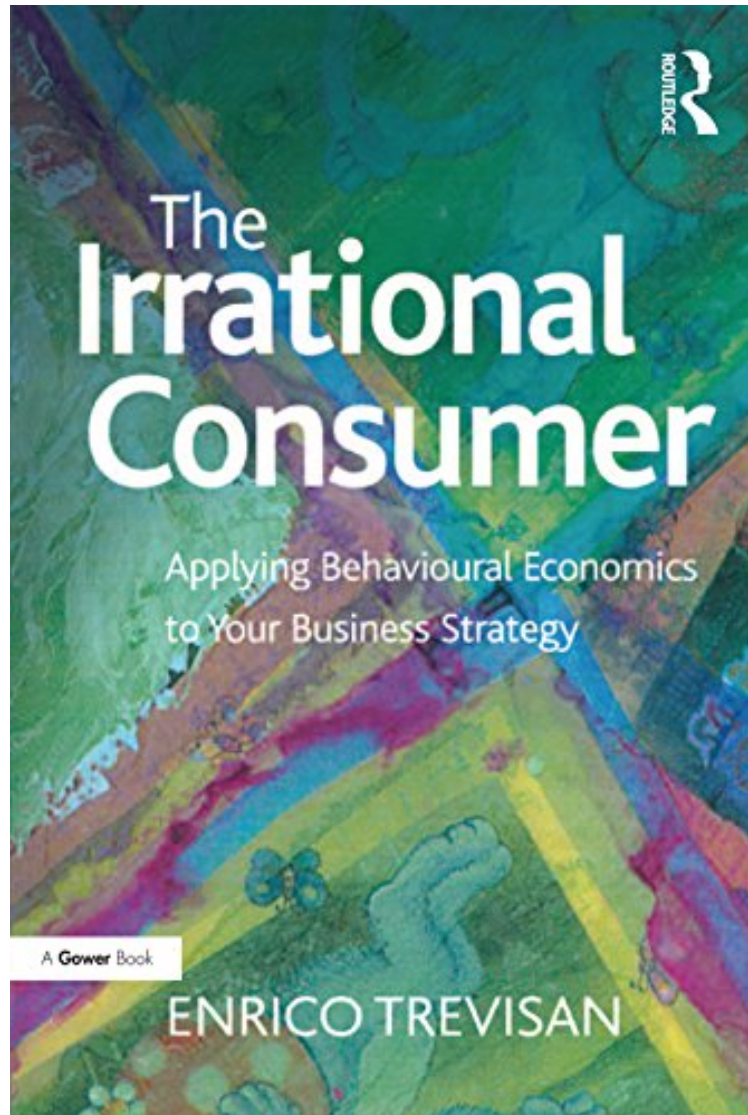


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# The Irrational Consumer: Applying Behavioural Economics to Your Business Strategy

*Enrico Trevisan*

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About the Author Enrico Trevisan, a recognised expert in pricing and behavioural economics, is Partner at Simon-Kucher Partners, the world leader in price consulting. Author of *Value Pricing*, *Selbstbindung: Ein vernachlässigtes Phänomen in der Strategieforschung* and a number of articles focused on behavioural economics, strategy and marketing, he is in high demand as a conference speaker around the world. Enrico Trevisan studied Political Science at the University of Turin, he holds a Master Degree in Business Research from the University of Munich and a Ph.D. also from the University of Munich in Strategic Management and Organizational Theory, with a focus on Behavioural Economics.