

The Irrational Consumer: Applying Behavioural Economics To Your Business Strategy By Enrico Trevisan

By Enrico Trevisan

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Enrico Trevisan is the author of Irrational Consumer (4.00 avg rating, 1 rating, 0 reviews, published 2013), The Irrational Consumer Enrico Trevisan s Followers.

http://www.goodreads.com/author/show/7183900.Enrico_Trevisan

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Leigh Caldwell is a consultant and writer on pricing and cognitive economics and partner at The Irrational applying behavioural consumer behaviour,

<http://theirrationalagencyblog.com/>

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<http://economicstudents.com/2013/05/the-irrationality-of-the-rationality-assumption/>

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Behavioral economist Dan Ariely explores this side of human nature in his book " Predictably Irrational: Apply To Be An "Insider"

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