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By Enrico Trevisan

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Enrico Trevisan (Author of Irrational Consumer) - -

Enrico Trevisan is the author of Irrational Consumer (4.00 avg rating, 1 rating, 0 reviews, published 2013), The Irrational Consumer (3.00 avg rating, 1

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Plenary session: The irrational consumer Applying behavioural economics to your business strategy Enrico Trevisan, Partner, Simon-Kucher & Partners

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