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Nota di contenuto

Preface -- 1. Behavioral economics and belief systems -- 2. Demystifying belief systems -- 3. Belief systems of the western world & interpretations for behavioral economics -- 4. Belief systems of the eastern world & interpretations for behavioral economics -- 5. The disconnect between belief systems and behavioral economics -- 6. Comparing belief systems: influences on behavioral economics -- 7. Comparing belief systems: influences on consumers -- 8. Managerial implications for businesses -- 9. Cases -- 10. Conclusion -- Appendix -- Notes -- References -- Index.

Sommario/riassunto

Religion is a topic that businesses often ignore, in spite of 70% of the world being religious. Whether the silence results from the taboo nature of the topic or the thought that religion is a separate domain from consumption and business, it cannot be denied that it has received scant attention. Many do not realize (or resist) the idea that religion is a key contributor to a consumer's core values, which then contribute to consumption decisions, voting practices, reaction to pro-social messages and public policy, as well as donating behavior.