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Nota di contenuto	Section I. Think better -- 1. Introduction -- 2. Marketing as a science -- 3. Correlation and causation -- 4. What is a concept? -- 5. David Hume -- 6. The double jeopardy law -- 7. Behavioral economics -- 8. The five whys -- Section II. Cognitive biases and their importance -- 9. Introduction -- 10. What they are and why they're important -- 11. Science: a tool for reducing the systematic errors caused by cognitive biases -- 12. What makes science special -- 13. Confirmation bias and the evolution of reason -- 14. Epistemic humility -- Section III. Conclusions -- 15. Summary -- 16. Additional readings -- Notes -- References -- Index.
Sommario/riassunto	Volume II expands your background knowledge of other areas of critical thinking that are making major contributions to both marketing as a social science (what professors do) and marketing as an applied science (what you as real-world marketers do). This background knowledge should give you a better appreciation for how knowledge is created in marketing. Having a basic understanding of selected concepts in the fields of behavioral economics and cognitive science are vital to improving the quality of marketing decisions and recommendations you make on a daily basis. This volume is divided into three major sections: Think Better, Cognitive Biases and Their Importance, and Conclusions.

