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Titolo	Preference pollution [[electronic resource]] : how markets create the desires we dislike // David George
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Descrizione fisica	1 online resource (214 p.)
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Soggetti	Consumer behavior Consumers' preferences Marketing Electronic books.
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1. Introduction -- Chapter 2. Freedom to choose -- Chapter 3. Market failure in the shaping of tastes -- Chapter 4. Fortifications, extensions, clarifications -- Chapter 5. Market failure or human imperfection? -- Chapter 6. The critic's retreat -- Chapter 7. Sexual choices: the first order's rise and the second order's fall -- Chapter 8. Risk taking: the rise of the gambler -- Chapter 9. The surge of consumer credit -- Chapter 10. Conclusion.
Sommario/riassunto	Explores the failure of markets to shape desirable preferences