

1. Record Nr.	UNINA9910461613903321
Autore	Galanter Eugene
Titolo	People, preferences & prices [[electronic resource] ] : sequencing the economic genome of the consumer mind // by Eugene Galanter, Howard Moskowitz, Matthias Silcher
Pubbl/distr/stampa	[Saif Zone, Sharjah, United Arab Emirates], : Bentham Science Publishers Ltd., [2011]
ISBN	1-60805-249-4
Descrizione fisica	1 online resource (302 p.)
Altri autori (Persone)	MoskowitzHoward SilcherMatthias
Disciplina	338.5019
Soggetti	Microeconomics - Psychological aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. The basic tools -- pt. 2. Setting the price and going shopping -- pt. 3. Feeling -- pt. 4. The intangibles : living & experiencing -- pt. 5. Buying, investing & protecting -- pt. 6. Systematics and the day after tomorrow.
Sommario/riassunto	This book explores a variety of topics that fall in the realm of psychological and behavioral economics. It demonstrates to the reader how to perform straightforward experiments in order to understand how people think about the economic aspects of their daily lives. Behavioral economics is a 'hot new area' of economics and consumer psychology. This book provides a comprehensive guide on consumer research and the types of results required. These approaches are spreading further around the globe, thanks to the work of Dr. Howard Moskowitz, one of the authors of this book, and the incredible succ

2. Record Nr.	UNINA9910703678003321
Autore	Cotton Michael
Titolo	Spectrum occupancy measurements of the 3550-3650 megahertz maritime radar band near San Diego, California // Michael Cotton, Roger Dalke
Pubbl/distr/stampa	Boulder, CO : , : U.S. Department of Commerce, Institute for Telecommunication Sciences, National Telecommunications & Information Administration, , 2014
Descrizione fisica	1 online resource (xiii, 56 pages) : illustrations (some color)
Collana	NTIA report ; ; TR-14-500
Soggetti	Radar - Military applications - California - San Diego Radar - Military applications Technical reports. California San Diego
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"January 2014."
Nota di bibliografia	Includes bibliographical references (page 32).