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Autore	Galanter Eugene
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Altri autori (Persone)	MoskowitzHoward SilcherMatthias
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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