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Sommario/riassunto	The approach taken by researchers in the area of behavioral pricing is based on the psychological principles of human perception and information processing as well as on sociological principles of human relations and social norms. In this e-book we feature several researchers who have contributed to this new field of Behavioral Pricing. Their research demonstrates the international scope of this emerging field and was conducted across the globe in countries such as Australia, France, Greece, and the United States.