

1. Record Nr.	UNINA9910789404103321
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
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 success of his work.