Record Nr. UNINA9910813773403321 Autore Scitovsky Tibor Titolo The joyless economy: the psychology of human satisfaction / / Tibor Scitovsky New York, : Oxford University Press, 1992 Pubbl/distr/stampa 0-19-771037-9 **ISBN** 0-19-028186-3 0-19-802378-2 1-280-52606-8 1-4294-0755-7 Edizione [Rev. ed.] Descrizione fisica 1 online resource (353 p.) Collana Oxford scholarship online Disciplina 339.47 658.8/34 Soggetti Consumer satisfaction Motivation research (Marketing) Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Previously issued in print: 1992. Nota di bibliografia Includes bibliographical references (p. [309]-327) and index. Nota di contenuto Contents; Chapter One: Introduction: Plutocracy and Mob Rule; Chapter Two: Between Strain and Boredom; Chapter Three: The Pursuit of Novelty; Chapter Four: Comfort Versus Pleasure; Chapter Five: Enter Economics; Chapter Six: Necessities and Comforts; Chapter Seven: Income and Happiness; Chapter Eight: Is Our Life Too Good?; Chapter Nine: Is Our Life Too Dull?; Chapter Ten: Our Puritan Ghost; Chapter Eleven: Our Disdain for Culture: Chapter Twelve: What's Wrong with Mass Production?: Chapter Thirteen: What's Wrong with Specialization? Chapter Fourteen: The End of Sexism and Revival of the Generalist? Appendix: Culture Is a Good Thing; Notes; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Y; Z Sommario/riassunto Originally published in 1976, this work attempted to establish the legitimacy of understanding economic behaviour in psychological terms. This revised edition stresses the fact that economic abundance does not necessarily lead to satisfaction, and includes new material on

contemporary applications.