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Descrizione fisica	1 online resource (215 pages)
Collana	THEi Wiley ebooks
Disciplina	306.3
Soggetti	Consumer behavior - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Power of Words -- Temptation --Belief and Respect -- Marketing and Lies-- Pleasing, Enjoying and Being Successful -- Powers that Be -- Power of "Made in France" -- Seeing, Touching and Getting a Feel -- innovative Product of a Known Brand -- Product Already Seen -- Buying Cheap.
Sommario/riassunto	Product information is far too commercial (labels, publicity, websites, sellers, etc.) and too technical (product descriptions, trade press, laboratory measures, etc.). This information is practically always scattered, heterogeneous and incomplete. The power of disinformation is not something to be taken lightly - on the contrary, unable to avoid scams and product disinformation, the consumer-customer is often the victim of the economic necessity of companies. The power of disinformation is not something to be taken lightly - on the contrary, unable to avoid scams and product disinformation, the consumer-customer is often the victim of the economic necessity of companies. There is a difference between the reality of a product's qualities of use and environment, and the perception that the client has of it. We would like to trust word-of-mouth and the advice of friends but, due to the amplification of false information through the Internet and social

media, their information is usually false. For this reason, when choosing a product, we must learn how to navigate the overload of useless information as well as the deceiving disinformation. The best choice or the best price/quality ratio also contains the risk of a bad choice -- Publisher's website.
