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Altri autori (Persone)	BianchiMarina
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminaries; CONTENTS; List of figures; List of tables; List of contributors; 1 Introduction; 2 Choice without utility?; 3 Economic change, choice and innovation in consumption; 4 Taste for novelty and novel tastes; 5 Cognition and innovation; 6 The organization of consumption; 7 Consumer goals as journeys into the unknown; 8 Work and the sirens of consumption in eighteenth-century London; 9 Silk purses out of sows' ears'; 10 Novelty, imitation and habit formation in a Scitovskian model of consumption; 11 Consumption in postmodernity; 12 On the consumption of signs; Index
Sommario/riassunto	The Active Consumer discusses how consumers seem to delight in trying new solutions and exploring new combinatory possibilities. This book provides an economic-theoretical understanding of this phenomenon and the many ways in which innovation can structure consumer choice. The authors show from different points of view how central novelty can be in consumer behaviour, how it relates to technical change and how new consumer capabilities are developed and organized.