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Nota di contenuto	The Price Is Wrong; Contents; Foreword; Acknowledgments; About the Author; PART I: BACKGROUND; Chapter 1: Introduction "Play fair or I quit"; A Fair Price; The Social Norms; An Emotional Response; In Sum . . . ; Chapter 2: History "A 'just' rice is not God-given!"; Influence of Aristotle; A "Just" Price; Since the Scholastics; In Sum . . . ; PART II: MODEL; Chapter 3: Model "Now I'm not just annoyed, I'm furious"; Personal Fairness; Social Fairness; Trust and Power; In Sum . . . ; Chapter 4: Norms "That's wrong, and we all know it!"; Descriptive versus Prescriptive Norms; Utility of Norms Selfish versus Social Emergence of Norms; In Sum . . . ; Chapter 5: Emotions "You're not being fair and I hate you!"; Sequence of Emotional Responses; Separating Emotional Responses; Function of Emotional Responses; In Sum . . . ; Chapter 6: Expectations "That price is a rip-off!"; Expectations of Pricing Practices; Expectations of Prices; Reference Prices; In Sum . . . ; Chapter 7: Outcomes "You should get what you pay for!"; Norm of Equity; Norm of Equality; Special Norms for Need; Colliding Norms; In Sum . . . ; Chapter 8: Attributions "The

seller is to blame!"

Responsibility and Permanence; Control; Attributional Biases; In Sum . . . ; Chapter 9: Process "Ya gotta play by the rules!"; Norm of Voice or Choice; Norm of Transparency; Norm of Impartiality; In Sum . . . ; Chapter 10: Punishment "Revenge is sweet!"; Norm of Reciprocity; Effort to Punish; Evidence from Dictator Games; Punishment Is Proportional; In Sum . . . ; Chapter 11: Power "Beware a customer wronged!"; Power to the Seller; Power to the Consumer; Constraints on Power; In Sum . . . ; Chapter 12: Trust "Fair price? I doubt it!"; Levels of Trust; Motivations; Trust and Power; In Sum . . .

PART III: APPLICATIONS Chapter 13: Modifications "Sorry! The rules have changed"; Trend to Market Solutions; Social Trends; Countertrends; In Sum . . . ; Chapter 14: TIPPING "Just don't stiff the waiter!"; Evolution of Tipping; Reasons for Tipping; Customer Attitude Toward Tipping; In Sum . . . ; Chapter 15: Discrimination "It's unfair to charge me more than others!"; Descriptive Norms of Personal Fairness; Distributive Norms of Social Fairness; Procedural Norms of Social Fairness; In Sum . . . ; Chapter 16: Negotiations "Split the difference. That's fair"

Personal Fairness of Negotiations Social Fairness of Negotiated Outcomes; Social Fairness of the Negotiation Process; Trust and Power in Negotiations; In Sum . . . ; Chapter 17: Taxes "Paying taxes is as American as disliking taxes"; Personal Fairness of Taxes; Distributive Fairness of Taxes; Procedural Fairness of Taxes; Power, Trust, and Taxes; In Sum . . . ; Chapter 18: Culture "But I never ordered any bread!"; Personal Fairness across Cultures; Fair Outcomes across Cultures; Fair Process across Cultures; Reaction to Unfair Pricing across Cultures; Other Effects of Culture; In Sum . . . Chapter 19: Practices "So how is a company supposed to price fairly?"

Sommario/riassunto

Fair pricing is an issue that affects us all, whether we're consumers or merchants. Throughout her career, Sarah Maxwell has seen how pricing practices across a variety of different areas, from mobile phones and airline tickets to prescription drugs and gasoline, impact our everyday lives. Now, with *The Price Is Wrong*, Maxwell shares her deepest insights on this issue and examines both the psychological and sociological basis of fair pricing.
