

1. Record Nr.	UNINA9910456904203321
Titolo	The aging consumer : perspectives from psychology and economics // edited by Aimee Drolet, Norbert Schwarz, Carolyn Yoon
Pubbl/distr/stampa	New York, N.Y. : , : Routledge, , 2010
ISBN	9786613044884 1-283-04488-9 1-136-98018-0 0-203-85294-X
Descrizione fisica	1 online resource (324 p.)
Collana	Marketing and consumer psychology series
Altri autori (Persone)	DroletAimee Leigh SchwarzNorbert, Dr. phil YoonCarolyn <1960->
Disciplina	658.8/340846
Soggetti	Older consumers Consumer behavior Consumption (Economics) Marketing Electronic books.
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 indexes.
Nota di contenuto	Cognitive psychology and neuroscience of aging / Angela H. Gutches -- Spending patterns in the older population / Michael D. Hurd and Susann Rohwedder -- Socioemotional selectivity theory : implications for consumer research / Aimee Drolet, Loraine Lau-Gesk, Patti Williams and Hyewook Genevieve Jeong -- Aging-related changes in decision making / Ellen Peters -- Do workers prepare rationally for retirement? / Gary Burtless -- New choices, new information : do choice abundance and information complexity hurt aging consumers' medical decision making? / Stacy L. Wood, Judith A. Shinogle and Melayne M. McInnes -- The ageing consumer and intergenerational transmission of cherished possessions / Carolyn Folkman Curasi, Linda L. Price, and Eric J. Arnould -- Comprehension of marketing communications among older consumers / Carolyn M. Bonifield and Catherine A. Cole -- Impact of

age on brand choice / Raphaele Lambert-Pandraud and Gilles Laurent
-- Why do older consumers tell us they are more satisfied? / Carolyn
Yoon, Fred Feinberg, and Norbert Schwarz -- Age-branding / Harry R.
Moody and Sanjay Sood -- Designing products for older consumers : a
human factors perspective / Neil Charness, Michael Champion and
Ryan Yordon.

Sommario/riassunto

At present, about 45 million Americans are over the age of 65, and by
2020, one out of every six Americans will be 65 or older. These
statistics are reflective of a worldwide phenomenon in developing and
developed countries alike unrivalled since the Industrial Revolution. This
edited volume, written by experts in many fields, examines the
economic and psychological research on how aging consumers behave,
make decisions, and choose in the marketplace. The book takes stock
of what is known, identifies gaps and open questions, and outlines an
agenda for future research. It covers topics

2. Record Nr.	UNIORUON00058356
Autore	LORENTZ, Hans Achim
Titolo	Chinesische Teppiche. Geschichte asthetik symbolik / Hans Achim Lorentz
Pubbl/distr/stampa	Munchen, : Georg D.W. Callway, 1975
Descrizione fisica	248 p., c. di tav. : ill. ; 28 cm
Classificazione	CIN IX F
Soggetti	ARTI TESSILI - CINA
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia