People, Preferences & Prices Sequencing The Economic Genome of The Consumer Mind

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About the ebook

This book explores a variety of topics that fall in the realm of psychological and behavioral economics. Behavioral economics is a ‘hot new area’ of economics and consumer psychology. This book provides a comprehensive guide on consumer research and the types of results required.

Contents

- Thinking and Experimenting
- Attitudes Towards Money
- The Gas Pump and the (Square) Root of All Evil - Money Made Real
- What’s the Fair Price?
- Getting Under the Hood - Finding Out How to Price
- Money and Product Quality - How Much Will You Pay for a Better Pizza?
- Shopping - What’s Really Controlling Us?
- What Does it Take to Make an E-Shopper Happy and a Credit-Using Customer Buy?

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