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## 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
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- ▶ 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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