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Priceless The Myth of Fair Value and How to Take

Priceless: The Myth of Fair Value (and How to Take Advantage of It) | William Poundstone | ISBN:
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consumers have difficulty judging fair value and the ease at which they can be manipulated. More importantly he provides numerous insights about how prices are set in different industries to help you buy smarter. Price consultants tell the goal is to devise price structures that maximise the willingness to pay from each customer.

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Priceless The Myth of Fair Value by William Poundstone

'Priceless' is neither an extensive theory of value perception nor even a marketers' guide to 'right' pricing but it's still a great book. It starts with a review of history of modern behavioral economics and then goes into recent studies of price perceptions. That in turn leads us to notion of multidimensional, culturally and personally conditioned price perceptions. That would definitely challenge your common sense view of how money and mind collaborate.

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Like most, you would start looking at comparables. What is the going rate these days? According to BNN, the average monthly rent in Toronto is about \$2,166, while googling around about Saipan finds places for \$500.

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jasmined In his new book Priceless The Myth of Fair

In his new book, Priceless: The Myth of Fair Value (and How to Take Advantage of It), author William Poundstone dissects the marketing tricks built into menus for example, how something as simple as typography can drive you toward or away from that \$39 steak.

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Get this from a library! Priceless : the myth of fair value (and how to take advantage of it). [William Poundstone] -- Prada stores carry a few obscenely expensive items in order to boost sales for everything else (which look like bargains in comparison). People used to download music for free, then Steve Jobs

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Priceless The Myth of Fair Value

In Priceless, the bestselling author William Poundstone reveals to Kurt Schemers of Traders Nation(tm) the hidden psychology of value. In psychological experiments, people are unable to estimate

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Priceless

There are several drawbacks. This well-publicized idea is already popular. That presumably means that acronyms of all the common pop-culture catch phrases are entering the lists of popular passwords that hackers and cracking software try first.

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