

# Priceless The Myth Of Fair Value And How To Take Advantage Of It

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## Priceless The Myth Of Fair

In Priceless, the bestselling author William Poundstone reveals the hidden psychology of value. In psychological experiments, people are unable to estimate "fair" prices accurately and are strongly influenced by the unconscious, irrational, and politically incorrect. It hasn't taken long for marketers to apply these findings.

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Priceless: The Myth of Fair Value (and How to Take Advantage of It) William Poundstone, Author. Hill and Wang \$26 (336p) ISBN 978-0-8090-9469-1. More By and About This Author. OTHER BOOKS ...

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Priceless: The Myth of Fair Value (and How to Take Advantage of It) by William Poundstone. Traditional economics assumes people engage in rational transactions. Not surprisingly, people make irrational decisions all the time. In Priceless, William Poundstone draws from research in psychophysics (the study of sensory perceptions) and behavioral economics to explore the subject of pricing.

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## **Priceless: The Myth of Fair Value - The Key Point**

In this week's Tip Of The Week we discuss one of the books Jason recommends the most to e-commerce sellers, Priceless The Myth Of Fair Value & How To Take Advantage Of It by William Poundstone.

## **Priceless: The Myth Of Fair Value & How To Take Advantage Of It**

Priceless The myth of fair value--and how to take advantage of it. William Poundstone is the best-selling author of 11 books, including Priceless: The Myth of Fair Value (and How to Take Advantage...

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Now comes William Poundstone's "Priceless: The Myth of Fair Value" to tell you that, no matter whether you buy cheap or expensive, chances are you will pay too much.

## **Book review: "Priceless" puts fair value on the shopping**

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— William Poundstone, Priceless: The Myth of Fair Value "There are two ways of mentally representing money, one based on actual dollars and another based on buying power. Practically everyone knows that the first way is "wrong" whenever there's

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## **Priceless Quotes by William Poundstone**

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## **Book Review: Priceless - The Myth of Fair Value (and how**

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## **Priceless**

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