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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) by William Poundstone looked like it was going to scratch that itch, and while it does to some extent I'm left a little off balance by the book. If you look at Pr

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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.

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.

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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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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 inflation.

Priceless Quotes by William Poundstone

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The answer is simple: prices are a collective hallucination. In *Priceless*, the bestselling author William Poundstone reveals the hidden psychology of value. In psychological experiments, people are...

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publishers. (My book Priceless originally sold for \$9.99 in a Kindle edition. Amazon raised the price to \$14.99, then cut it to \$12.99.

Priceless

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