



Priceless: The Myth of Fair Value (and How to Take Advantage of It)

William Poundstone

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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 convinced them to pay. How? By charging 99 cents. That price has a hypnotic effect: the profit margin of the 99 Cents Only store is twice that of Wal-Mart. Why do text messages cost money, while e-mails are free? Why do jars of peanut butter keep getting smaller in order to keep the price the “same”? 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 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. “Price consultants” advise retailers on how to convince consumers to pay more for less, and negotiation coaches offer similar advice for businesspeople cutting deals. The new psychology of price dictates the design of price tags, menus, rebates, “sale” ads, cell phone plans, supermarket aisles, real estate offers, wage packages, tort demands, and corporate buyouts. Prices are the most pervasive hidden persuaders of all. Rooted in the emerging field of behavioral decision theory, *Priceless* should prove indispensable to anyone who negotiates.

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Cheryl Estrella:

In this 21st hundred years, people become competitive in every single way. By being competitive now, people have do something to make all of them survives, being in the middle of typically the crowded place and notice by means of surrounding. One thing that often many people have underestimated this for a while is reading. Yep, by reading a e-book your ability to survive enhance then having chance to stay than other is high. In your case who want to start reading a book, we give you this kind of Priceless: The Myth of Fair Value (and How to Take Advantage of It) book as starter and daily reading publication. Why, because this book is greater than just a book.

Constance Music:

Precisely why? Because this Priceless: The Myth of Fair Value (and How to Take Advantage of It) is an unordinary book that the inside of the reserve waiting for you to snap the item but latter it will zap you with the secret the item inside. Reading this book alongside it was fantastic author who write the book in such awesome way makes the content interior easier to understand, entertaining approach but still convey the meaning totally. So , it is good for you because of not hesitating having this ever again or you going to regret it. This excellent book will give you a lot of advantages than the other book include such as help improving your skill and your critical thinking means. So , still want to hesitate having that book? If I were you I will go to the book store hurriedly.

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Mary Cox:

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