

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

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Why the Price Is Rarely Right - Bloomberg

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.

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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