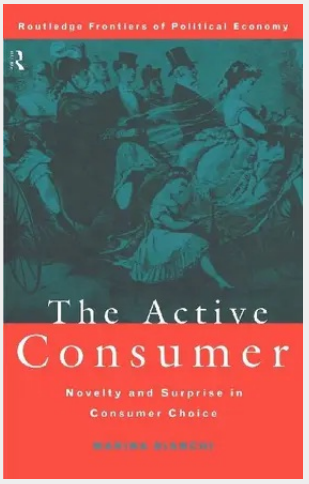
Bianchi

The Active Consumer

Novelty and Surprise in Consumer Choice

The Active Consumer discusses how consumers seem to delight in trying new solutions and exploring new combinatory possibilities. This book provides an economic-theoretical understanding of this phenomenon and the many ways in which innovation can structure consumer choice. The authors show from different points of view how central novelty can be in consumer behaviour, how it relates to technical change and how new consumer capabilities are developed and organized.

This book provides an economic-theoretical understanding of the many ways in which innovation can structure consumer choice, a central theme that has been ignored by traditional economic theory.



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