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.

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.



72,00 €
72,00 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781138007147
Medium: Buch
ISBN: 978-1-138-00714-7
Verlag: Routledge
Erscheinungstermin: 08.04.2014
Sprache(n): Englisch
Auflage: 1. Auflage 2014
Serie: Routledge Frontiers of Political Economy
Produktform: Kartoniert
Gewicht: 430 g
Seiten: 288
Format (B x H): 156 x 234 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)