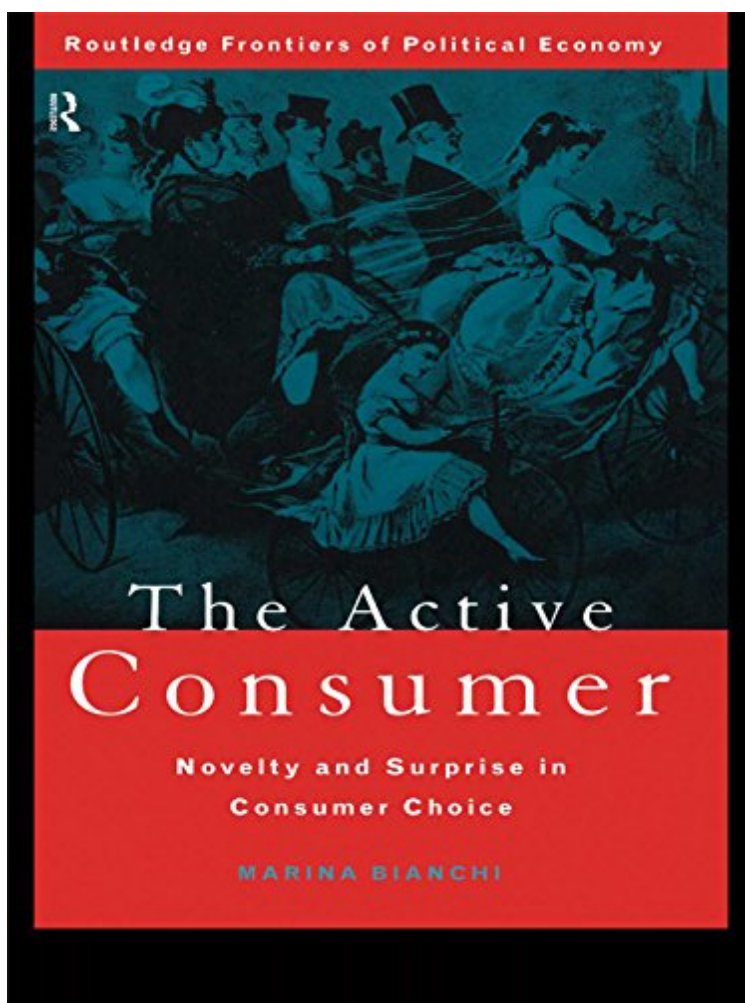


(Mobile pdf) The Active Consumer: Novelty and Surprise in Consumer Choice (Routledge Frontiers of Political Economy)

The Active Consumer: Novelty and Surprise in Consumer Choice (Routledge Frontiers of Political Economy)

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From Routledge : The Active Consumer: Novelty and Surprise in Consumer Choice (Routledge Frontiers of Political Economy) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Active Consumer: Novelty and Surprise in Consumer Choice (Routledge Frontiers of Political Economy):

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.