



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

*William Poundstone*

Download now

[Click here](#) if your download doesn't start automatically

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

William Poundstone

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

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.



[Download](#) Priceless: The Myth of Fair Value (and How to Take Adva ...pdf



[Read Online](#) Priceless: The Myth of Fair Value (and How to Take Ad ...pdf

**Download and Read Free Online Priceless: The Myth of Fair Value (and How to Take Advantage of It) William Poundstone**

---

## **Download and Read Free Online Priceless: The Myth of Fair Value (and How to Take Advantage of It) William Poundstone**

---

### **From reader reviews:**

#### **Jacqueline Stalling:**

This Priceless: The Myth of Fair Value (and How to Take Advantage of It) usually are reliable for you who want to become a successful person, why. The key reason why of this Priceless: The Myth of Fair Value (and How to Take Advantage of It) can be among the great books you must have is definitely giving you more than just simple examining food but feed a person with information that might be will shock your previous knowledge. This book is handy, you can bring it everywhere and whenever your conditions at e-book and printed types. Beside that this Priceless: The Myth of Fair Value (and How to Take Advantage of It) giving you an enormous of experience including rich vocabulary, giving you test of critical thinking that we all know it useful in your day pastime. So , let's have it and enjoy reading.

#### **Louis McCarthy:**

This Priceless: The Myth of Fair Value (and How to Take Advantage of It) is great guide for you because the content and that is full of information for you who always deal with world and get to make decision every minute. This particular book reveal it data accurately using great coordinate word or we can declare no rambling sentences included. So if you are read the idea hurriedly you can have whole data in it. Doesn't mean it only provides you with straight forward sentences but tough core information with wonderful delivering sentences. Having Priceless: The Myth of Fair Value (and How to Take Advantage of It) in your hand like finding the world in your arm, data in it is not ridiculous 1. We can say that no book that offer you world in ten or fifteen small right but this publication already do that. So , this is good reading book. Heya Mr. and Mrs. stressful do you still doubt in which?

#### **Robert Schrader:**

Do you like reading a guide? Confuse to looking for your chosen book? Or your book ended up being rare? Why so many problem for the book? But any people feel that they enjoy regarding reading. Some people likes looking at, not only science book but additionally novel and Priceless: The Myth of Fair Value (and How to Take Advantage of It) or perhaps others sources were given expertise for you. After you know how the fantastic a book, you feel need to read more and more. Science e-book was created for teacher or maybe students especially. Those guides are helping them to increase their knowledge. In additional case, beside science e-book, any other book likes Priceless: The Myth of Fair Value (and How to Take Advantage of It) to make your spare time far more colorful. Many types of book like here.

#### **Mary Lamm:**

A lot of book has printed but it takes a different approach. You can get it by internet on social media. You can choose the best book for you, science, amusing, novel, or whatever by searching from it. It is referred to as of book Priceless: The Myth of Fair Value (and How to Take Advantage of It). You can contribute your knowledge by it. Without leaving the printed book, it may add your knowledge and make you happier to

read. It is most significant that, you must aware about e-book. It can bring you from one place to other place.

**Download and Read Online Priceless: The Myth of Fair Value (and How to Take Advantage of It) William Poundstone  
#WLCAKB913Z0**

# **Read Priceless: The Myth of Fair Value (and How to Take Advantage of It) by William Poundstone for online ebook**

Priceless: The Myth of Fair Value (and How to Take Advantage of It) by William Poundstone Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Priceless: The Myth of Fair Value (and How to Take Advantage of It) by William Poundstone books to read online.

## **Online Priceless: The Myth of Fair Value (and How to Take Advantage of It) by William Poundstone ebook PDF download**

**Priceless: The Myth of Fair Value (and How to Take Advantage of It) by William Poundstone Doc**

**Priceless: The Myth of Fair Value (and How to Take Advantage of It) by William Poundstone Mobipocket**

**Priceless: The Myth of Fair Value (and How to Take Advantage of It) by William Poundstone EPub**