Lifestyle Economics
Consumer Behaviour in a Turbulent World

PETER EARL

"This lively accessible book extends the frontiers of economic psychology and behavioural economics.

Peter Earl explores the parallels between household and corporate choices, but instead of using neoclassical production theory to do so, he employs the latest developments in behavioural work on the theory of the firm and corporate strategies, integrating them with psychological inputs.

He discusses how particular strategies and decision rules can lead to diverse patterns of choice, ranging from the obsessive to the schizophrenic, and to differences in satisfaction that have little to do with the extent of people's affluence.

The result is a refreshing new perspective on how consumers try, not always successfully, to manage their lives in a complex world of surprises and hazardous choices. Detailed proposals for new empirical work are offered, and this book will have significant implications for economic policy.

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PETER E. EARL is Lecturer in Economics at the University of Tasmania. His numerous books and articles include The Economic Imagination: Towards a Behavioural Analysis of Choice (Wheatshead, 1983), The Corporate Imagination: How Big Companies Make Mistakes (Wheatshead, 1984).

BY THE SAME AUTHOR

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