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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.

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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.

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### **Myth of Fair Value**

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Traditional economics assumes people engage in rational transactions. Not surprisingly, people make irrational decisions all the time.

### **Priceless: The Myth of Fair Value - The Key Point**

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### Myth Of Fair Value

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### **William Poundstone**

In this week's Tip Of The Week we discuss one of the books Jason recommends the most to e-commerce sellers, *Priceless The Myth Of Fair Value & How To Take Advantage Of It* by William Poundstone.

### **Priceless: The Myth Of Fair Value & How To Take Advantage Of It**

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### **Priceless | Psychology Today**

I picked up Priceless: The Myth of Fair Value (and How to Take Advantage of It) in the hopes of better understanding how pricing works, and how to tell if I've mis-priced my books, for instance. I was a little bit disappointed,

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despite the fact that the book overall, is a good read and has valid and interesting points. Why? A lot of it is that I've read too many books recently referencing ...

## **Piaw's Blog: Review: Priceless**

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often struggles to  
understand what is, or  
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Priceless: The Myth of  
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William Poundstone,  
Author. Hill and Wang  
\$26 (336p) ISBN

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entrepreneur best  
known as an early  
pioneer of infomercials  
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Ginsu knives. In 1975, Valenti and his business partner Barry Becher founded Dial Media, Inc. (now PriMedia Inc), one of the first major infomercial companies in the world. Valenti is credited with coining a number of phrases widely adopted by the industry ...

## **Ed Valenti - Wikipedia**

Now comes William  
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"Priceless: The Myth of  
Fair Value" to tell you  
that, no matter  
whether you buy cheap  
or expensive, chances  
are you will pay too  
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### **Book review:** **"Priceless" puts fair value on the shopping ...**

The answer is simple:  
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