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## THE JOYLESS ECONOMY: THE PSYCHOLOGY OF HUMAN SATISFACTION



Oxford University Press. Paperback. Condition: New. 352 pages. Dimensions: 8.4in. x 5.5in. x 0.9in. When this classic work was first published in 1976, its central tenet--more is not necessarily better--placed it in direct conflict with mainstream thought in economics. Within a few years, however, this apparently paradoxical claim was gaining wide acceptance. Scitovsky's groundbreaking book was the first to apply theories of behaviorist psychology to questions of consumer behavior and to do so in clear, non-technical language. Setting out to analyze...

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- Authored by Tibor Scitovsky
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