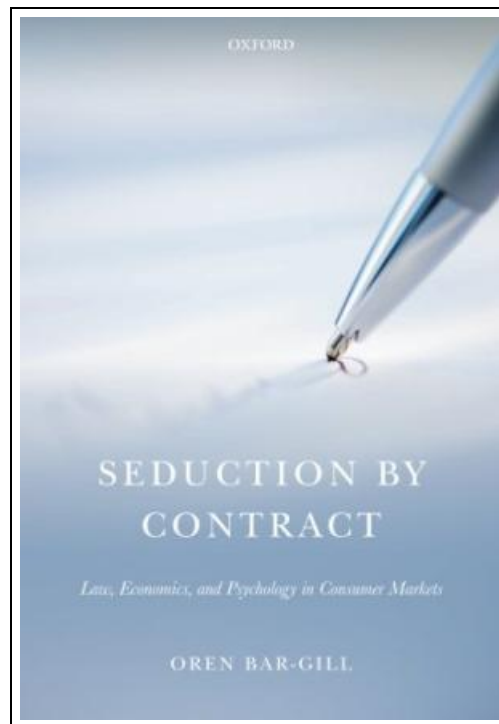


Seduction by Contract: Law, Economics, and Psychology in Consumer Markets (Paperback)



Filesize: 4.18 MB

Reviews

This book is really gripping and intriguing. it was writtern very perfectly and beneficial. I am easily will get a enjoyment of looking at a created ebook.

(Jaeden Stiedemann Sr.)

SEDUCTION BY CONTRACT: LAW, ECONOMICS, AND PSYCHOLOGY IN CONSUMER MARKETS (PAPERBACK)



To read **Seduction by Contract: Law, Economics, and Psychology in Consumer Markets (Paperback)** eBook, you should click the web link below and save the document or have accessibility to additional information which might be relevant to SEDUCTION BY CONTRACT: LAW, ECONOMICS, AND PSYCHOLOGY IN CONSUMER MARKETS (PAPERBACK) ebook.

Oxford University Press, United Kingdom, 2013. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Consumers routinely enter into long-term contracts with providers of goods and services - from credit cards, mortgages, cell phones, insurance, TV, and internet services to household appliances, theatre and sports events, health clubs, magazine subscriptions, transportation, and more. Across these consumer markets certain design features of contracts are recurrent, and puzzling. Why do sellers design contracts to provide short-term benefits and impose long-term costs? Why are low introductory prices so common? Why are the contracts themselves so complex, with numerous fees and interest rates, tariffs and penalties? Seduction by Contract explains how consumer contracts emerge from the interaction between market forces and consumer psychology. Consumers are short-sighted and optimistic, so sellers compete to offer short-term benefits, while imposing long-term costs. Consumers are imperfectly rational, so sellers hide the true costs of products and services in complex contracts. Consumers are seduced by contracts that increase perceived benefits, without actually providing more benefits, and decrease perceived costs, without actually reducing the costs that consumers ultimately bear. Competition does not help this behavioural market failure. It may even exacerbate it. Sellers, operating in a competitive market, have no choice but to align contract design with the psychology of consumers. A high-road seller who offers what she knows to be the best contract will lose business to the low-road seller who offers what the consumer mistakenly believes to be the best contract. Put bluntly, competition forces sellers to exploit the biases and misperceptions of their customers. Seduction by Contract argues that better legal policy can help consumers and enhance market efficiency. Disclosure mandates provide a promising avenue for regulatory intervention. Simple, aggregate disclosures can help consumers make better choices. Comprehensive disclosures can facilitate the work of intermediaries, enabling...



[Read Seduction by Contract: Law, Economics, and Psychology in Consumer Markets \(Paperback\) Online](#)



[Download PDF Seduction by Contract: Law, Economics, and Psychology in Consumer Markets \(Paperback\)](#)

Related PDFs



[PDF] Aida, Opera in Four Acts: Vocal Score

Access the web link listed below to get "Aida, Opera in Four Acts: Vocal Score" PDF file.

[Read Book](#)

»



[PDF] Rhythm Science (Mixed media product)

Access the web link listed below to get "Rhythm Science (Mixed media product)" PDF file.

[Read Book](#)

»



[PDF] The Kid Friendly ADHD and Autism Cookbook The Ultimate Guide to the Gluten Free Casein Free Diet by Pamela J Compart and Dana Laake 2006 Hardcover

Access the web link listed below to get "The Kid Friendly ADHD and Autism Cookbook The Ultimate Guide to the Gluten Free Casein Free Diet by Pamela J Compart and Dana Laake 2006 Hardcover" PDF file.

[Read Book](#)

»



[PDF] Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Access the web link listed below to get "Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)" PDF file.

[Read Book](#)

»



[PDF] Kingfisher Readers: Romans (Level 3: Reading Alone with Some Help) (Unabridged)

Access the web link listed below to get "Kingfisher Readers: Romans (Level 3: Reading Alone with Some Help) (Unabridged)" PDF file.

[Read Book](#)

»



[PDF] Kingfisher Readers: Volcanoes (Level 3: Reading Alone with Some Help) (Unabridged)

Access the web link listed below to get "Kingfisher Readers: Volcanoes (Level 3: Reading Alone with Some Help) (Unabridged)" PDF file.

[Read Book](#)

»