



Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection

David M. Boush, Marian Friestad, Peter Wright

Download now

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

Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection

David M. Boush, Marian Friestad, Peter Wright

Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection David M. Boush, Marian Friestad, Peter Wright

This is the first scholarly book to fully address the topics of the psychology of deceptive persuasion in the marketplace and consumer self-protection. Deception permeates the American marketplace. Deceptive marketing harms consumers' health, welfare and financial resources, reduces people's privacy and self-esteem, and ultimately undermines trust in society. Individual consumers must try to protect themselves from marketers' misleading communications by acquiring personal marketplace deception-protection skills that go beyond reliance on legal or regulatory protections. Understanding the psychology of deceptive persuasion and consumer self-protection should be a central goal for future consumer behavior research.

The authors explore these questions. What makes persuasive communications misleading and deceptive? How do marketing managers decide to prevent or practice deception in planning their campaigns? What skills must consumers acquire to effectively cope with marketers' deception tactics? What does research tell us about how people detect, neutralize and resist misleading persuasion attempts? What does research suggest about how to teach marketplace deception protection skills to adolescents and adults?

Chapters cover theoretical perspectives on deceptive persuasion; different types of deception tactics; how deception-minded marketers think; prior research on how people cope with deceptiveness; the nature of marketplace deception protection skills; how people develop deception protection skills in adolescence and adulthood; prior research on teaching consumers marketplace deception protection skills; and societal issues such as regulatory frontiers, societal trust, and consumer education practices.

This unique book is intended for scholars and researchers. It should be essential reading for upper level and graduate courses in consumer behavior, social psychology, communication, and marketing. Marketing practitioners and marketplace regulators will find it stimulating and authoritative, as will social scientists and educators who are concerned with consumer welfare.

 [Download Deception In The Marketplace: The Psychology of De ...pdf](#)

 [Read Online Deception In The Marketplace: The Psychology of ...pdf](#)

Download and Read Free Online Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection David M. Boush, Marian Friestad, Peter Wright

From reader reviews:

Johnny Mosier:

This book untitled Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection to be one of several books in which best seller in this year, here is because when you read this guide you can get a lot of benefit on it. You will easily to buy this book in the book store or you can order it via online. The publisher of this book sells the e-book too. It makes you quickly to read this book, since you can read this book in your Smartphone. So there is no reason to you to past this book from your list.

Miriam Ellis:

A lot of people always spent all their free time to vacation or even go to the outside with them friends and family or their friend. Do you know? Many a lot of people spent they will free time just watching TV, or maybe playing video games all day long. If you would like try to find a new activity honestly, that is look different you can read any book. It is really fun for yourself. If you enjoy the book that you read you can spent the whole day to reading a publication. The book Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection it is rather good to read. There are a lot of those who recommended this book. We were holding enjoying reading this book. When you did not have enough space to bring this book you can buy the particular e-book. You can more effortlessly to read this book from your smart phone. The price is not too costly but this book offers high quality.

James Henderson:

Do you have something that you like such as book? The reserve lovers usually prefer to select book like comic, small story and the biggest one is novel. Now, why not striving Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection that give your pleasure preference will be satisfied by reading this book. Reading practice all over the world can be said as the opportunity for people to know world much better then how they react towards the world. It can't be claimed constantly that reading habit only for the geeky person but for all of you who wants to possibly be success person. So , for all you who want to start reading through as your good habit, you could pick Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection become your personal starter.

Amy Osburn:

Book is one of source of information. We can add our information from it. Not only for students but in addition native or citizen have to have book to know the revise information of year to year. As we know those books have many advantages. Beside all of us add our knowledge, could also bring us to around the world. By book Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection we can have more advantage. Don't someone to be creative people? For being creative person must love to read a book. Only choose the best book that ideal with your aim. Don't become doubt to change

your life at this time book Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection. You can more pleasing than now.

Download and Read Online Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection David M. Boush, Marian Friestad, Peter Wright #78Q3SXAEJIM

Read Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection by David M. Boush, Marian Friestad, Peter Wright for online ebook

Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection by David M. Boush, Marian Friestad, Peter Wright 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 Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection by David M. Boush, Marian Friestad, Peter Wright books to read online.

Online Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection by David M. Boush, Marian Friestad, Peter Wright ebook PDF download

Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection by David M. Boush, Marian Friestad, Peter Wright Doc

Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection by David M. Boush, Marian Friestad, Peter Wright Mobipocket

Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection by David M. Boush, Marian Friestad, Peter Wright EPub