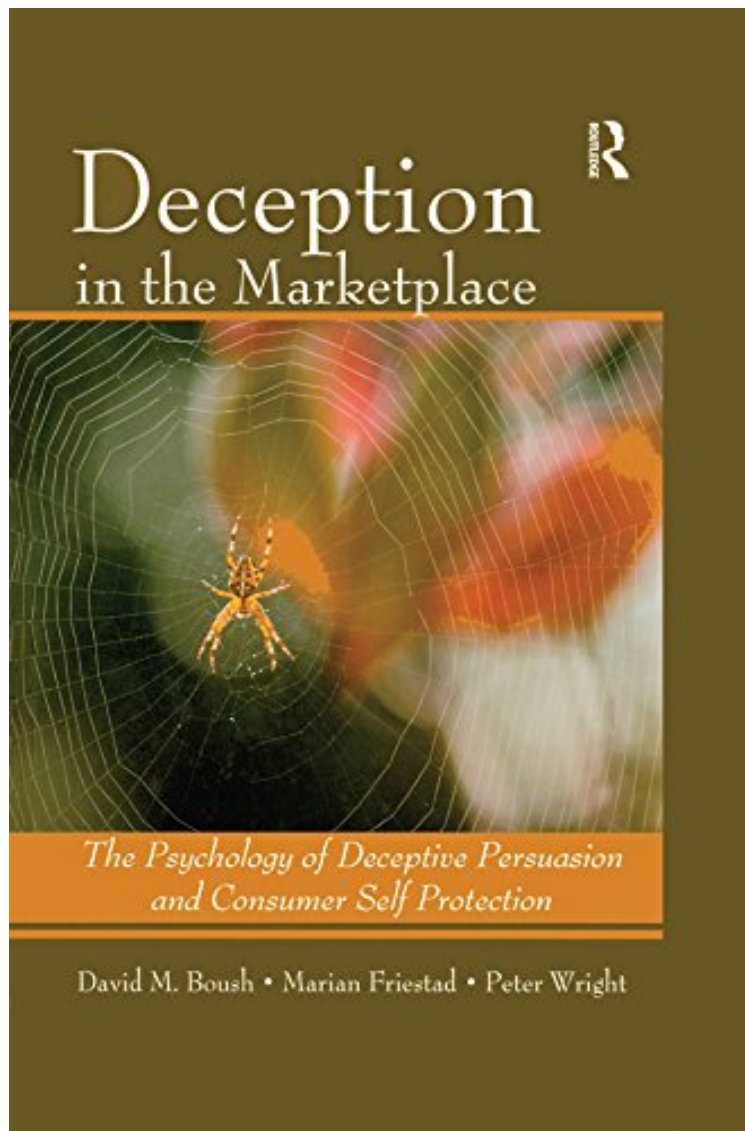


(Read now) Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection

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

David M. Boush, Marian Friestad, Peter Wright
DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

2015-12-22 2015-12-22 File Name: B019P2PPB2 | File size: 72.Mb

David M. Boush, Marian Friestad, Peter Wright : Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection before purchasing it in order to gage whether or not it would be worth my time, and all praised Deception In The Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection:

1 of 5 people found the following review helpful. lies, damned lies and marketingBy Dr. P. R. LewisWe as consumers

are tricked into buying products we don't need all the time, and this book helps to pin down the tricks used by marketers to manipulate us. They use many forms of deception: appeal to authority, use of fraudulent science, repetition, spurious consumer reports and so on. The problem with this book is that the approach is entirely academic, and very few examples are discussed in detail. So the academic background is emphasised without the practical case studies essential to convince the reader. The methods of deception are much more widespread in a larger context, but are not dealt with in the book: political manipulation, economic fraud (boiler room scams etc), and one of the most serious issues, the ongoing campaign to convince us that climate is changing for the worse. The latter campaign has all the elements of deception: the appeal to authority, data manipulation (such as the infamous hockey stick graph), and deliberate exclusion of evidence that contradicts the theory of global warming. It is a thorough book, but fails ultimately to convince (as it should) by showing how the techniques work in detailed case studies.

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.

"A remarkable piece of work. Thought provoking and illuminating. This will be an influential book, critical for anyone studying marketplace deception. It will stretch your mind." - Jennifer Aaker, Stanford University, USA "Consumers today are inundated at every turn by complex and subtle forms of marketplace deception that they are ill-prepared to detect or deflect. This book by three of the most reputed scholars on persuasion is not only timely, but also thorough, insightful, and practical. It broadens and deepens the concept of marketplace deception through its review of relevant social science, while it also extends and specifies the range of skills that consumers of all ages must acquire to safeguard their best self-interests. This book should be must-reading for ethical leaders in professional marketing associations, for regulators and policy administrators, and for educators of the next generations of consumers." - David Glen Mick, University of Virginia, USA "Like any other powerful tool, marketing can be used for good or evil. The authors paint a vivid picture of the dark side of marketing. Persuaders who prey on vulnerable populations such as children and seniors have remained hidden while wielding their arsenal of marketing weapons. This book pulls them out of the shadows by describing their shapes, forms, and tactics." - Punam Anand Keller, Dartmouth University, USA "We know that deception in the marketplace exists. Now, Boush, Friestad, and Wright have provided us with a very thorough treatise on the topic. Most books that take on a discussion of a controversial topic present only the problem. These authors move the discussion forward with important insights as to how the consumer can begin to undertake self-protection against marketplace deception. It is both theory and research driven. It is thoughtful, stimulating and well written." - David W. Schumann, University of Tennessee, USA "The authors masterfully illustrate that deceptive advertising and marketing are not just a matter of lying to consumers but can take many forms. Deception in the Marketplace would make a good supplement to a persuasion or marketing class, especially in the way it relates various theories and previous research specifically to deceptive persuasion...the book is a very well-written call for more research on both the deceptive persuasion and how to teach consumers, young and old, to defend against efforts at deception across a variety of media." - PsycCRITIQUES, Eddie M. Clark, Vol. 54, Release 41, Article 2
About the Author David M. Boush is the head of the marketing department and Associate Professor of Marketing at the Lundquist College of Business, University of Oregon. He was previously a visiting professor at ESSEC, in Cergy-Pontoise, France, and has taught e-commerce classes in Mexico City, Buenos Aires, Santiago, and Bogota. Professor Boush's research on trust, consumer socialization, and brand equity has been published in the Journal of Consumer Research, Journal of Marketing Research, Journal of Business Research, Journal of the Academy of

Marketing Sciences, Journal of Public Policy Marketing, and the Journal of International Business Studies. Marian Friestad is the Vice-Provost for Graduate Studies at the University of Oregon, and Professor of Marketing in the Lundquist College of Business. She was previously Dean of the Graduate School at Oregon, and a visiting scholar at Stanford University. Professor Friestad's research on persuasion and social influence has been heavily cited and won a best paper award from the Journal of Consumer Research. Her work has been published in the Journal of Consumer Research, Journal of Consumer Psychology, Psychology Marketing, Journal of Public Policy Marketing, and Communication Research. Peter Wright is the Edwin E. and June Woldt Cone Professor of Marketing at the Lundquist College of Business, University of Oregon. He was previously a professor and head of the marketing department at the Graduate School of Business, Stanford University, and a visiting scholar at the Harvard Business School. His work has been published in the Journal of Consumer Research, Journal of Personality and Social Psychology, Journal of Marketing Research, Journal of Public Policy Marketing, Management Science, Journal of Marketing, and Journal of Applied Psychology.