



## Urge: Why You Really Want What You Want and How to Make Everyone Want What Youve Got

By James A. Mourey

James A. Mourey. Paperback. Book Condition: New. Paperback. 296 pages. Dimensions: 8.9in. x 6.0in. x 0.8in. People do weird things. . . For example, why do people flock to a sale if they can buy two shirts and get a third shirt half off but not when they can spend 25 on three shirts instead of 30? Why do people trust a drug named Levitra, but not one called Vardenafil (despite the fact that both are the exact same drug)? Why does a product selling for 50.00 seem so much more expensive than a similar one selling for 49.99? In Urge, Dr. James Mourey addresses these questions and more. Mourey begins with two admissions: 1) he likes to judge people, and 2) people-watching is his favorite pastime (but not in like a creepy, voyeuristic sort of way). Consumers, it turns out, are fun to watch not just because of the crazy, seemingly irrational things they do, but also because of astonishingly efficient and automatic choices they make on a day-to-day basis. Known for his energetic, engaging presentation style, Mourey takes the reader on an educational, applicable, and strangely funny voyage that covers both the principles of marketing as well as...



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