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Priceless is one of those books where you find yourself every few pages looking around for someone to tell about what you just read. (Now imagine that sentence written well.) The psychology of how we assign and evaluate prices, it turns out, is kind of wild stuff. It's shocking to what degree suggestions and even random environmental cues influence our thinking about anything related to numbers-- price, quantity, size, etc.

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In Priceless, bestselling author William Poundstone reveals how we perceive value and how businesses set the prices we pay. Rooted in the emerging field of behavioural decision theory, Poundstone reveals the secrets that multinationals – including Microsoft, Coca-Cola, Nestle, Nokia and Mercedes – are willing to pay millions for.

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In Priceless, the bestselling author William Poundstone reveals the hidden psychology of value. In psychological experiments, people are unable to estimate "fair" prices accurately and are strongly influenced by the unconscious, irrational, and politically incorrect. It hasn't taken long for marketers to apply these findings.

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