

Undermining Rationality Consumers Routledge Interpretive

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## Summary:

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The Undermining of Beliefs in the Autonomy and Rationality ... The Undermining of Beliefs in the Autonomy and Rationality of Consumers (Routledge Interpretive Marketing Research) [John O'Shaughnessy, Nicholas O'Shaughnessy] on Amazon.com. \*FREE\* shipping on qualifying offers. This book examines modern consumption, focusing on concepts of autonomy and rationality. The Undermining of Beliefs in the Autonomy and Rationality ... This book examines modern consumption, focusing on concepts of autonomy and rationality. In recent years, conventional ideas of 'free will' have come under attack in the context of consumer choice and similarly, postmodernists have sabotaged the very notion of consumer rationality. The undermining of beliefs in the autonomy and rationality ... Add tags for "The undermining of beliefs in the autonomy and rationality of consumers". Be the first.

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