

## The Joyless Economy The Psychology Of Human Satisfaction

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Scitovsky's ground-breaking book was the first to apply theories of behaviorist psychology to questions of consumer behavior and to do so in clear, non-technical language. The Joyless Economy - Paperback - Tibor Scitovsky - Oxford University Press

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Certain types of consumption, he argues in this essay, are "joyless", others "joyful" and the difference between them is a composite of several things of which challenge, risk and a sense of accomplishment would be major factors.

The Joyless Economy The Psychology of Human Satisfaction

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Tibor Scitovsky called this a "joyless economy" in which people endlessly pursue comforts to the detriments of pleasures. Using two measures of subjective well-being, one study found that materialism was negatively related to happiness, meaning that people who tended to be more materialistic were also less happy.

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Tibor Scitovsky, The Joyless Economy: The Psychology of ...

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Economic materialism - Wikipedia

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The title "The Joyless Economy" describes pretty much exactly the situation one would deduce from its words. For those who live in wealthy and advanced societies, where their economies are so diverse and productive that they are able to produce virtually anything one can imagine, why do so many people feel joyless?

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The Joyless Economy : the Psychology of Human Satisfaction.. [Tibor Scitovsky] -- Originally published in 1976, this work attempted to establish the legitimacy of understanding economic behaviour in psychological terms.

Economics, Psychology and the Joyless Economy: The ...

The Joyless Economy: The Psychology of Human Satisfaction. Setting out to analyze the failures of our consumerist lifestyle, Scitovsky concluded that people's need for stimulation is so vital that it can lead to violence if not satisfied by novelty--whether in challenging work, art, fashion, gadgets, late-model cars, or scandal.

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