

Preface

This book deals with different topics on communication, language, and decisions within the field of economics and markets. The chapters give insights into new aspects of economic processes and are reflecting economics in a particular new way.

It is argued that in markets most of the transactions are embedded in multiple communicational processes (Chaps. 4 and 6). This is no cheap talk, but highly relevant for determining supply and demand (Chaps. 2, 6, and 7). Relevance and acceptance of new products in dynamic markets, for example, get launched by advertising and promotion, which is the very branch of an economics of persuasion. The markets are not only stringed by networks (Chap. 2) and stabilized by institutions (formal and informal ones) (Chaps. 2 and 5), but also overwhelmed by ‘semiosphere’ (see Chap. 6), semantical and semiotical fields, producing different meanings, relevancies and intents.

Witten, Germany
20 October 2013

Birger P. Priddat

<http://www.springer.com/978-3-319-06900-5>

Communication and Economic Theory

How to deal with rationality in a communicational
environment

Priddat, B.

2014, VIII, 147 p. 1 illus., Hardcover

ISBN: 978-3-319-06900-5