

Our Recommended Reading List

Neuroscience

1. "The emotional brain", LeDoux
2. "Brain experts now follow the money", Blakeslee
3. "Take it or leave it, brain imaging study reveals interplay of thought and emotion in economic decisions", Schultz
4. "How Neuroscience Can Inform Economics", Camerer, Loewenstein, Drazen
5. "Why Economics Needs Brains", Camerer, Loewenstein, Drazen
6. "Decisions, Uncertainty and the Brain", Glimcher
7. "How much does Psychology matter", Bertrand
8. "Trust in a two-person economic exchange", Read Montague

Emotional Value

1. "Why we buy", Underhill
2. "Emotions revealed", Eckman
3. "Blink", Gladwell
4. "Well-Being: The Foundations of Hedonic Psychology", Kahneman
5. "A second chance for emotion", Antonio Damasio"
6. "The theme park experience: an analysis of pleasure, arousal and satisfaction", Bigne, Andreu and Gnoth
7. "Ability of experience design elements to elicit emotions and loyalty behaviours", Pullman and Gross
8. "River Magic: Extraordinary Experience and the Extended Service Encounter". Arnould and Price
9. "Measuring Emotions in the Consumption Experience", Richens
10. "The Role of Emotions in Marketing" Bagozzi, Gopinath and Nyer
11. "Customer Satisfaction should not be the only goal", Bennett and Rundle-Thiele
12. "The Panas-X", Watson and Clarke
13. "The contribution of emotional satisfaction to consumer loyalty", Yu and Dean
14. "Situational influences on consumers' attitudes and behaviour", Foxall