

Fenómeno Low Cost

The Low Cost Phenomenon



Author: [Josep-Francesc Valls](#) [1]

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The phenomenon of low cost includes several aspects, where the main one is the variation in the historic concept of price. This ceases to be a key factor in the positioning of the product or service and in itself serves as a decisive element in the decision-making of many consumers. The chance the consumer has of finding cheaper than usual prices becomes the decisive factor in the purchase.

In this book, Josep-Francesc Valls and his collaborators have managed to analyse one of the behavioural phenomena of the most complex contemporary consumer, who is pursued by the productive sector and the middleman: a customer who has increasingly more power and lucidity when making a purchase; and a producer and a middleman who fight to discover his needs and how much they cost.

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Address: Av. Diagonal 662-664 - 08034 Barcelona

Contact: Cristina Mora, Foreign Rights Director; Merche San Segundo, Foreign Rights Assistant

Phone: (+34) 934 928 595

E-mail: cmora@planeta.es [3]

E-mail: msansegundo@planeta.es [4]

Website: <http://www.e-deusto.com> [5]

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