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Robert Frank's book "Choosing the Right Pond" is a thought provoking book that offers significant explanatory power to behaviors that we see every day. Utilizing the author's economics background, but ably drawing on the fields of psychology and public policy, this book is an enjoyable read.

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Choosing the Right Pond: Human Behavior and the Quest for Status by Robert H. Frank Book Review. Duke Authors . Cook, Philip J. Cited Authors . Cook, PJ Published Date . 1986 Published In . Journal of Policy Analysis and Management Published By . WILEY International Standard Serial Number (ISSN) 1520-6688 Subject Areas on Research; Economics

Frank - Choosing the Right Pond - Babson College

Choosing the Right Pond: Human Behavior and the Quest for Status Is it better to be a big frog in a small pond or a small frog in a big pond? In this lively and original book, the author argues persuasively that people's concerns about status permeate and profoundly alter a broad range of human behaviour.

Choosing the right pond: Human behavior and the quest for ...

Choosing the right pond: Human behavior and the quest for status. Robert H. Frank, New York and Oxford: Oxford University Press, 1985. 306 pages. \$22.95 This is a preview of subscription content, to check access.

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Frank, Robert. 1985. Choosing the Right Pond: Human Behavior and the Quest for Status. New York: Oxford University Press.

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Choosing the Right Pond: Human Behavior and the Quest for Status. Creator. Frank, Robert H. ... The Right to Be Well Review of Pathologies of Power: Health, Human Rights and the New War on the Poor by Paul Farmer; and Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, ...

Choosing the Right Pond: Human Behavior and the Quest for ...

Choosing the Right Pond: Human Behavior and the Quest for Status. Here, economist Robert H. Frank argues that concerns about status permeate and profoundly alter a broad range of human behavior. He shows how status considerations affect the salaries people earn, the way they spend them, and even many of the laws, regulations,...

Choosing the Right Pond: Human Behavior and the Quest for ...

It is Frank's hope that if people understood what restrictions they really wanted, namely to put brakes upon status seeking, they would go about it better. Choosing the Right Pond is successful in showing that in the dividing up of an industry into firms, the market place does help people get what they really want.

Choosing The Right Pond Human

"Choosing the Right Pond" offers much to anyone who enjoys understanding the role they and others play in our daily games of interpersonal status. Read more 41 people found this helpful

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Choosing the Right Pond Human Behavior and the Quest for Status Robert H. Frank. This challenging and provocative book offers an alternative to the prevailing view of human beings as economic automatons, demonstrating instead how individual desires--notably the quest for status--profoundly affect the marketplace.

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