



# Why Popcorn Costs So Much at the Movies: And Other Pricing Puzzles

*Richard B. McKenzie*

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**Why Popcorn Costs So Much at the Movies: And Other Pricing Puzzles** Richard B. McKenzie

*Why Popcorn Costs So Much at the Movies, And Other Pricing Puzzles* unravels the pricing mysteries we encounter every day.

Have you ever wondered why all movies, whether blockbusters or duds, have the same ticket prices? Why sometimes there are free lunches? Why so many prices end with "9"? Why ink cartridges can cost as much as printers? Why merchants offer sales, coupons, and rebates? Why long lines are good for shoppers? Why men earn more than women, around the globe – and why they always will?

Richard McKenzie goes on to show how the 9/11 terrorists still kill Americans every day, because their attack distorted the perceived risks and relative prices of air vs. automobile travel, and jacked up both security costs and flight delays. Professor McKenzie also explores the unintended consequences of well-meaning efforts to spur the use of environmentally friendly fuels: starvation among millions of people around the world, and the destruction of rainforests in Malaysia and Indonesia.

How can these things be? If you think you know the answers, think again. *Why Popcorn Costs So Much at the Movies, And Other Pricing Puzzles* shows you that the real reasons are sophisticated and surprising – and in Professor McKenzie's hands, both informative and entertaining.

**You won't need a degree in economics to enjoy this fascinating book, just an armchair and an inquiring mind.**

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Playing with family in the park, coming to see the ocean world or hanging out with good friends is thing that usually you might have done when you have spare time, subsequently why you don't try issue that really opposite from that. One particular activity that make you not feeling tired but still relaxing, trilling like on roller coaster you are ride on and with addition details. Even you love Why Popcorn Costs So Much at the Movies: And Other Pricing Puzzles, you may enjoy both. It is excellent combination right, you still desire to miss it? What kind of hang-out type is it? Oh can occur its mind hangout men. What? Still don't understand it, oh come on its referred to as reading friends.

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