

The New Psychology of Money

By Adrian Furnham

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The New Psychology of Money By Adrian Furnham

The New Psychology of Money is an accessible and engrossing analysis of our psychological relationship to money in all its forms.

Comprehensive and insightful, Adrian Furnham explores the role that money plays in a range of contexts, from the family to the high street, and asks whether the relationship is always a healthy one. Discussing how money influences what we think, what we say, and how we behave in a range of situations, the book places the dynamics of high finance and credit card culture in context with traditional attitudes towards wealth across a range of cultures, as well as how the concept of money has developed historically.

The book is split into four sections:

- **Understanding Money**. What are our attitudes to money, and how does nationality, history and religion mediate those attitudes?
- **Money in the Home** How do we grow up with money, and what role does it play within the family? What role does gender play, and can we lose control in dealing with money?
- **Money at Work**. Are we really motivated by money at work? And what methods do retailers use to persuade us to part with our money?
- **Money in Everyday Life**. How do we balance the need to create more money for ourselves through investments with the desire to make charitable contributions, or give money to friends and family? How has the e-revolution changed our relationship to money?

Radically updated from its original publication in 1998, *The New Psychology of Money* is a timely and fascinating book on the psychological impact of an aspect of daily life we generally take for granted. It will be of interest to all students of psychology, economics and business and management, but also anyone who takes an interest in the world around them.

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Editorial Review

Review

'*The New Psychology of Money* is extremely wide ranging, well informed and very readable, with delightful chapter heading quotations. As well as the obvious topics such as money and happiness and money attitudes, we are given a clear primer on behavioural economics and advice on good parenting. There is something for everyone, whether specialists seeking synoptic accounts of research or generalists seeking inspiration.' *– Professor Paul Webley, Director of SOAS, University of London, UK*

'**Professor Furnham is to be congratulated for writing a scholarly yet popular book ... For readers who want to learn about the basics of behavioural economics, how Psychology is used to sell products and to unravel the wealth / happiness conundrum (and many other topics), this volume is for you.**' *– Alan Lewis, Professor of Economic Psychology, University of Bath, UK*

About the Author

Adrian Furnham is Professor of Psychology at University College London. He has lectured widely abroad and held scholarships and visiting professorships at, amongst others, the University of New South Wales, the University of the West Indies, the University of Hong Kong and the University of KwaZulu-Natal. He has also been a visiting professor of Management at Henley Management College. He has recently been made Adjunct Professor of Management at the The Norwegian School of Management.

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