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Business and Management : Marketing

Saad, Gad (Ed.)

Evolutionary Psychology in the Business Sciences

- Chapters at the intersection of the evolutionary behavioral sciences.
- Specific business contexts.
- Business in the light of evolution.

All individuals who operate in the business sphere, whether as consumers, employers, employees, entrepreneurs, or financial traders to name a few constituents, share a common biological heritage and are defined by a universal human nature. As such, it is surprising that so few business scholars have incorporated biological and evolutionary-informed theories within their conceptual toolboxes. This edited book addresses this lacuna by culling chapters at the intersection of the evolutionary behavioral sciences and specific business contexts including in marketing, consumer behavior, advertising, innovation and creativity, intertemporal choice, negotiations, competition and cooperation in organizational settings, sex differences in workplace patterns, executive leadership, business ethics, store design, behavioral decision making, and electronic communication. To reword the famous aphorism of T. G. Dobzhansky, nothing in business makes sense except in the light of evolution.

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