



## The Nature of Human Action (Paperback)

By Grzegorz Hoppe

Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Author introduces an original concept for the principles of human action, based on Ludwig von Mises s a priori axiom and the laws of consumer behavior, which are characterized by a high degree of prediction. The book poses two hypotheses: T1: Human action is of a hedonistic nature, which implies a large number of theories in economics and management science and in particular allows many theories of consumer behavior to be confirmed. T2: The hedonistic nature of human action is reflected in three spheres, personal, political and organizational, with political hedonism an inherent feature of the political classes, entailing negative consequences for the whole of society, in particular leading to the misallocation of all resources and the inability to achieve optimal quality of life, which are verified in two research processes, with the application of Imre Lakatos s methodological system and a research experiment. The result of the study indicates the need for a new approach in the perception of consumer behavior.



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