

## EVOLUTIONARY PSYCHOLOGY IN THE BUSINESS SCIENCES

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The following chapter provides an overview of signaling theory and receiver psychology as grounded in the evolutionary disciplines, with examples and applications that extend to the business world.

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the applications of evolutionary psychology (EP) and related biological formalisms in much of the social sciences, the great majority of business scholars are, unaware of, and at times are hostile to, the relevance of EP to their elds.

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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.

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