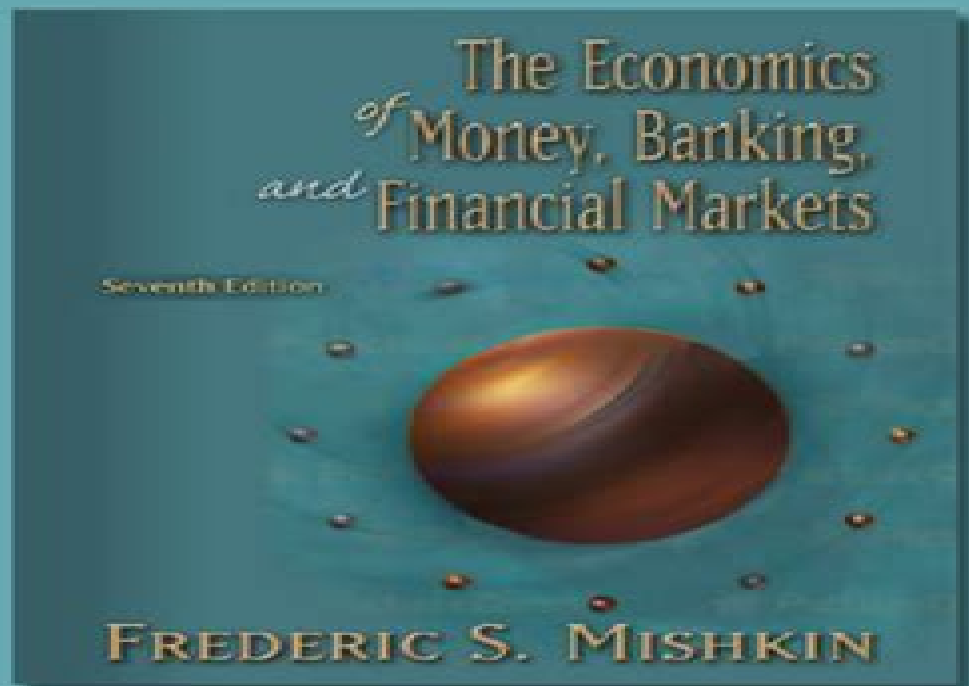


Chapter 5

The Behavior of Interest Rates



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How Interest Rate Determined

- Through the mechanism of demand and supply in bond market and money market
- Important factors: theory of asset demand --> demand curve and supply curve

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The Behavior of Interest Rates Joseph W. Conrad, 1966 Economic research on interest rates includes the financial aspects mortgage credit market seasonal and cyclical movements of interest rates and the changing profit and income from investments Capital Markets and Finance Bibliography, 1978 From Consumer Experience to Affective Loyalty: Challenges and Prospects in the Psychology of Consumer Behavior 3.0 María Pilar Martínez-Ruiz, Mónica Gómez-Suárez, Ana Isabel Jiménez-Zarco, Alicia Izquierdo-Yusta, 2018-02-19 This research topic for *Frontiers in Psychology* highlights some of the more relevant changes that have conditioned consumer behavior in recent years among these the paradigm shift in marketing is worth emphasizing Today the market and the companies are implementing Marketing 4.0 This new marketing approach modifies both the business rules and the channels by changing the way to dialogue interact and relation with consumers The present Research Topic brings together 30 studies by 76 authors who analyzed the relevance of consumer behavior changes under this new paradigm using different theoretical and methodological frameworks These different papers mainly constituting original research examine a variety of sub topics including online and mobile environments value co creation internal marketing strategies and diverse industries and product markets Given this broad selection of papers we encourage readers to draw their own conclusions about the complex phenomena of consumer behavior Our hope is that these different perspectives will cover various gaps in the field and prompt discussion among the audience of *Frontiers in Psychology* *The Behavior of Interest Rates: a Progress Report by J.W. Conrad* Joseph Wickersham CONRAD, 1966

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