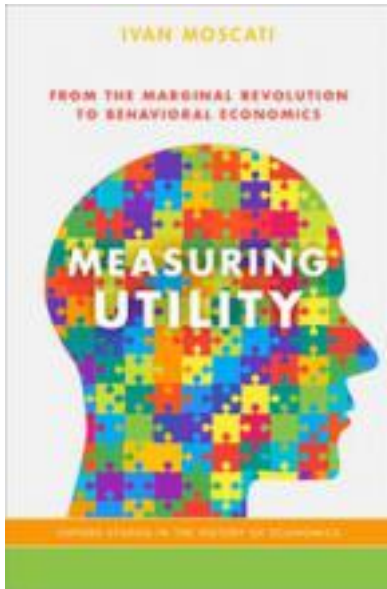


[Measuring utility : from the marginal revolution to behavioral economics](#) [1]



SISTEMA BIBLIOTECARIO di ATENEIO

Via Curtatone e Montanara 15 -
56126 Pisa
P.I. [00286820501](https://www.00286820501) - C.F.
[80003670504](https://www.80003670504)
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