


## **Part 2:** Relativity



We often think of money  
in relative, rather than  
absolute, terms.



Our competitor sells the  
same pen for \$8.00 less.



A close-up photograph of a woman with blonde hair, smiling warmly. She is wearing a light blue medical scrub top and a small gold stud earring. Her hair is pulled back with a brown hair tie. The background is a blurred clinical or hospital setting with blue equipment. A dark grey speech bubble is positioned to the right of her head.

Yes! I'll do that.

You can get this same camera  
for \$8.00 less, just three blocks  
down the street.





Absolutely not.



A woman with long blonde hair, wearing a teal cardigan over a grey top, is looking down at a dark-colored car. A bright yellow price tag is attached to the car's window. The background is a yellow and black checkered pattern.

For \$2,000 more, you  
can get leather seats.

**\$39,999**  
**FINANCING AVAILABLE**  
**LEATHER**



\$40,000



Total Money Spent

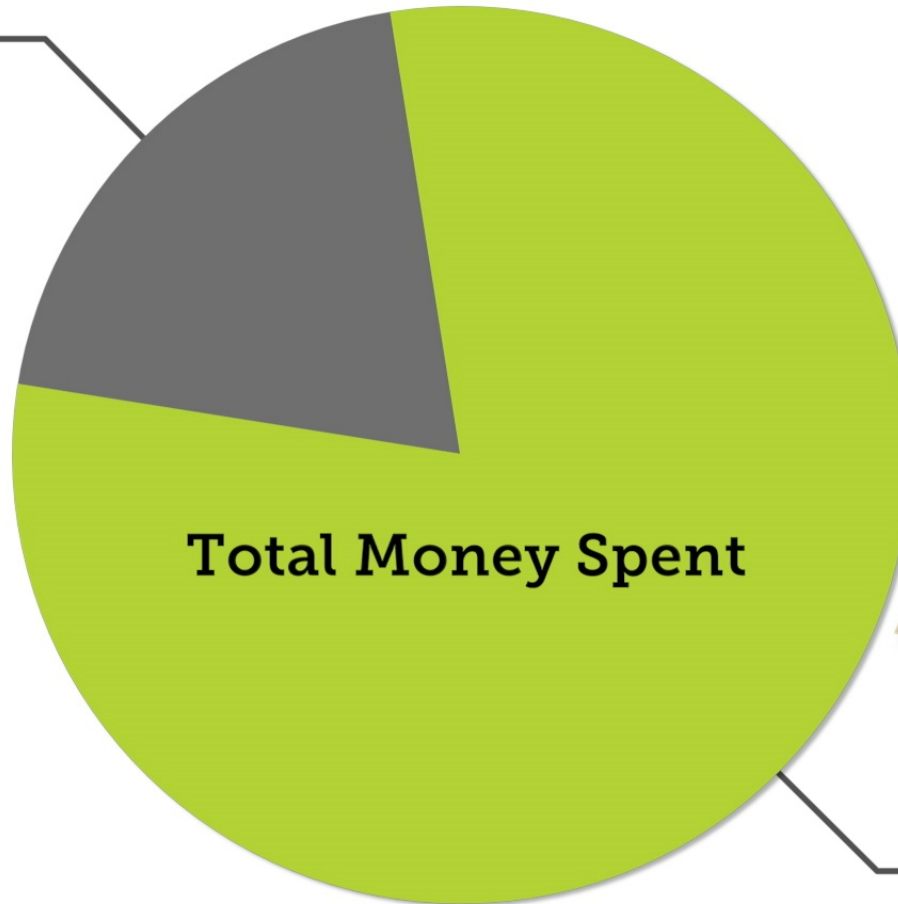


\$2,000





\$500



Total Money Spent



\$2,000



Renovation involves many quick decisions with large amounts of money.



Salary satisfaction is influenced by comparisons to coworkers.



## The Psychological Effect of Monetary Amounts

