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|  | Youtube: Why Is Everyone So Bad At Giving Gifts?  To watch the youtube video just scan the QR code. |

### Answer the questions

###### **What is the focus of givers when giving gifts, according to research?**

The moment of unwrapping a gift The cost of the gift The size of the gift

###### **How much of the value of all gifts do economists estimate is wasted?**

Up to 30% Up to 40% Up to 20%

###### **What are the two metrics researchers asked givers and recipients to rate gifts along?**

Desirability and feasibility Price and quality Creativity and value

###### **What is the most efficient gift according to economists?**

Cash Personalized items Gift cards

###### **What did a 2011 study show about gifts that weren't on the recipient's wish list?**

They were considered more valuable and special They were considered less thoughtful and less personal They were considered more exciting and unexpected

###### **What is the advice given to improve gift-giving?**

Make the gift as delightful as possible Always go for surprises. Give people what they ask for

### Write a short summary of a video that gives tips on how to improve your gift-giving game during the holidays.

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