CONTENTS

Acknowledgments *ix*

1. Pro-Paternalism *1*
    1.1. What Pro-Paternalism Is *3*
    1.2. Interests: Three Issues *8*
    1.3. Anti-Paternalism *18*
    1.4. Further Clarifications *21*
    1.5. Plan of the Book *28*
2. Misapplication and Individuality: Millian Arguments *31*
    2.1. Mill and Paternalism *32*
    2.2. Moral Principles and Institutional Rules *36*
    2.3. Rule-Consequentialism *39*
    2.4. An Absolute Prohibition? *42*
    2.5. Individuality *47*
3. Insult and Equality *56*
    3.1. Three Preliminary Replies *58*
    3.2. The Motive-Based Objection *60*
    3.3. The Expressive Objection *67*
    3.4. The Status-Based Objection *75*
4. The Imposition of Values *87*
    4.1. The Weak Constraint *89*
    4.2. Stronger Constraints *92*
    4.3. "Means-Related" vs. "Ends-Related" Paternalism: Problems *102*
    4.4. Admissible and Inadmissible Interests, Revisited *107*
    4.5. A Problem Case: The Jehovah's Witness *111*
5. Paternalism and Moderate Deontology *118*
    5.1. Moderate Deontology *119*
    5.2. Brennan's Analysis *123*
    5.3. The Net Interests Principle and the Zero Threshold Proposal *128*

5.4. The Positive Threshold Proposal *136*
5.5. Autonomy *140*
6. Soft Paternalism I: The Ignorance Exception *145*
6.1. Soft Paternalism *147*
6.2. Ignorance and Responsibility *151*
6.3. Preferring Ignorance for Its Own Sake *155*
6.4. Hypothetical Informed Consent *159*
6.5. Voluntariness and Risk *163*
7. Soft Paternalism II: The Impairment Exception *170*
7.1. Impairment: Examples *172*
7.2. Impairment and Imprudence *174*
7.3. Impairment and Voluntariness *182*
7.4. The Desire-Based Account: Implications *185*
7.5. The Desire-Based Account: Further Problems *192*
7.6. Summary: Rejecting the Hard/Soft Distinction *196*
8. Libertarian Paternalism, Manipulation, and the Shaping of Preferences *199*
8.1. Preference-Shaping Paternalism and the Manipulation Objection *201*
8.2. Preference Shaping: Rational Persuasion or Manipulation? *206*
8.3. An Account of Manipulation *209*
8.4. Applying the Account *216*
8.5. The Subliminal Messaging Objection *220*
9. Applications *228*
9.1. Tobacco *229*
9.2. Alcohol *236*
9.3. Compulsory Insurance *240*
9.4. The Withholding of Medical Information *246*
9.5. Conclusion *250*

References *253*
Index *267*