

# CONTENTS

<i>Preface</i>	xiii
<b>I. BEGINNINGS: 1970-78</b>	<b>1</b>
1. Supposedly Irrelevant Factors	3
2. The Endowment Effect	12
3. The List	20
4. Value Theory	25
5. California Dreamin'	35
6. The Gauntlet	43
<b>II. MENTAL ACCOUNTING: 1979-85</b>	<b>55</b>
7. Bargains and Rip-Offs	57
8. Sunk Costs	64
9. Buckets and Budgets	74
10. At the Poker Table	80
<b>III. SELF-CONTROL: 1975-88</b>	<b>85</b>
11. Willpower? No Problem	87
12. The Planner and the Doer	99
<b>INTERLUDE</b>	<b>113</b>
13. Misbehaving in the Real World	115
<b>IV. WORKING WITH DANNY: 1984-85</b>	<b>125</b>
14. What Seems Fair?	127

15. Fairness Games	140
16. Mugs	148

## V. ENGAGING WITH THE ECONOMICS

### PROFESSION: 1986–94

17. The Debate Begins	159
18. Anomalies	169
19. Forming a Team	176
20. Narrow Framing on the Upper East Side	185

### VI. FINANCE: 1983–2003

21. The Beauty Contest	205
22. Does the Stock Market Overreact?	216
23. The Reaction to Overreaction	225
24. The Price Is Not Right	230
25. The Battle of Closed-End Funds	237
26. Fruit Flies, Icebergs, and Negative Stock Prices	244

## VII. WELCOME TO CHICAGO:

### 1995–PRESENT

27. Law Schooling	257
28. The Offices	270
29. Football	277
30. Game Shows	295

## VIII. HELPING OUT: 2004–PRESENT

31. Save More Tomorrow	309
32. Going Public	323
33. Nudging in the U.K.	330

<i>Conclusion: What Is Next?</i>	347
----------------------------------	-----

<i>Notes</i>	359
--------------	-----

<i>Bibliography</i>	373
---------------------	-----

<i>List of Figures</i>	393
------------------------	-----

<i>Acknowledgments</i>	395
------------------------	-----

<i>Index</i>	399
--------------	-----