

CONTENTS

<i>Preface</i>	xi
I. BEGINNINGS: 1970-78	1
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
II. MENTAL ACCOUNTING: 1979-85	55
7. Bargains and Rip-Offs	57
8. Sunk Costs	64
9. Buckets and Budgets	74
10. At the Poker Table	80
III. SELF-CONTROL: 1975-88	85
11. Willpower? No Problem	87
12. The Planner and the Doer	99
INTERLUDE	113
13. Misbehaving in the Real World	115
IV. WORKING WITH DANNY: 1984-85	125
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	255
28. The Offices	257
29. Football	270
30. Game Shows	277
	295

VIII. HELPING OUT: 2004–PRESENT

31. Save More Tomorrow	307
32. Going Public	309
33. Nudging in the U.K.	323
	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