

# Contents

Introduction	1
PART I. OBSTACLES	
1. The Norms of Giving	11
2. Neglecting the Stakes	30
3. Distant Causes and Nearsighted Feelings	44
4. Tough Prioritizing	61
5. Misconceptions About Effectiveness	76
PART II. INTERVENTIONS	
6. Information, Nudges, and Incentives	101
7. Finding the Enthusiasts	120
8. Fundamental Value Change	135
9. Effective Altruism for Mortals	149
<i>Acknowledgments</i>	171
<i>Index</i>	173