## Index

and preferences in "cold" vs. aroused state, 89, 94, 96, 97, 106	return to, once market norm is removed, 77
safe vs. unprotected, 89, 95, 96–97,	romantic relationships and, 69, 75–76
99, 100–102, 107	willingness to risk life and, 84
in social vs. market context, 68-69	working for gifts and, 72-74
as taboo subject for study, 92	working under market norms vs.,
sex education, 101	69–72
sexual arousal:	social policy, power of FREE! and, 62-63
decision making under, 89-102,	Socrates, 44
106-8	sounds, annoying, anchoring
see also arousal	experiments with, 31–36
Shakespeare, William, xviii-xix, 188,	sports, expectations and perception of,
232, 239–40	155–56, 171
Shampanier, Kristina, 51, 265	Starbucks, 37–39
Shin, Jiwoong, 142–43, 147, 265–66	moving anchor from Dunkin' Donuts
Shin, Margaret, 169	to, 37–39
shipping, FREE! on orders over a certain	moving up to higher price bracket at,
amount, 58-59, 62	38, 47
Shiv, Baba, 181, 266	State Farm, 78
Shultz, Howard, 39	stereotypes, 168–71
Sicherman, Nachum, 71-72	behavior of people not part of
Silva, Jose, 114	stereotyped group affected by,
Simonsohn, Uri, 30-31	169–71
Sinclair, Upton, 227	behavior of stereotyped people
Skilling, Jeffrey, 219, 223	affected by, 168
Skype account of author, theft from,	purpose of, 168
224–26	Stevenson, Robert Louis, 98
Smart Cards, 124	subscription pricing, 1-3, 4-6, 9-10
Smith, Adam, xx, 133, 138, 202, 214	superego, 203-4, 208
SoBe Adrenaline Rush experiments,	supply and demand:
184-87	memory of previous prices and, 46-47
social norms, 67-88	in standard economic framework,
Burning Man and, 86-88	45–46
companies' relations with their	surgery, 210
customers and, 78–80	placebo effect and, 173-76, 178, 191
companies' relations with their	price and efficacy of, 176
employees and, 80-84	Sutton, Willie, 230
education and, 84-86	Sweeney, Dennis M., 213
friendly requests and, 68, 70-71,	
73–74, 77–78	T
giving greater emphasis to, 87–88	taste, 157-68
market norms kept separate from, 67–69, 75–76, 77–78	of beer, expectations and, 157–59, 161–62, 163–64, 172
mere mention of money and, 73-75	of coffee, upscale ambience and,
mixing signals of market norms and,	159-60
69, 73–74, 75–77, 79, 214	of Coke vs. Pepsi, 166-68
offering to pay for Thanksgiving	depth of description in caterers'
and, 67–68, 76	offerings and, 164