

Index

- A
- AARP, 71
- Adventures of Tom Sawyer, The*
(Twain), 24–25, 39–40, 42–43
- advertising, virtual ownership and, 136
- airlines:
 - bankruptcy of, 204
 - frequent-flyer miles and, 227–28
- Allen, Woody, 69
- Amazon:
 - FREE! shipping promotion and,
58–59, 62
 - gift certificate experiment and, 58
- Ambady, Nalini, 169
- America Online (AOL), 59–60
- Amir, On, 196–97, 206, 219–20, 261
- anchoring, 25–48
 - arbitrary coherence and, 26–30,
43–48
 - compensation for work and, 39–43
 - enduring effect of, 34–36
 - free market and free trade and, 47–48
 - housing prices and, 30–31
 - imprinting in animals compared to,
25, 34, 43
 - life decisions and, 43–45
 - prices and, 25–36, 45–47
 - Starbucks and, 37–39
 - supply and demand and, 45–46
 - switching from old to new anchors
and, 31–36
 - translation of first decisions into
long-term habits and, 36–39
- angina pectoris, efficacy of surgical
procedure for, 173–74, 191
- antibiotics, placebo effect and, 189
- Antiques Roadshow*, 130
- arbitrary coherence:
 - free market and free trade and, 47–48
 - life decisions and, 43–45
 - prices and, 26–30, 45–47
 - supply and demand and, 45–46
- arousal, 89–105
 - painkillers during childbirth and,
103–4
 - safe driving and, 102–3
 - safe sex and, 89, 95, 96–97, 99,
100–102, 107
 - sexual, decision making under,
89–102, 106–8