## Index

conflicts and, 156-57, 171-72	France, Amazon's FREE! shipping
depth of description in caterers'	promotion in, 59, 62
offerings and, 164	Frederick, Shane, 157, 161, 262
exotic-sounding ingredients and,	free!, 49–63
164–65	Amazon gift certificate offer and, 58
football plays and, 155-56, 171	AOL price structure and, 59–60
garage sales and, 162–63	checking accounts or mortgages and,
knowledge before vs. after experience	60
and, 161–64	chocolate pricing experiment and,
marketing hype and, 186–87	51–54, 64–65
physiology of experience altered by,	exchanges and, 55–58
161–64, 166–68	fear of loss and, 54–55
placebo effect and, 173–94; see also	high-definition DVD players and, 55
placebo effect sports car test drives and, 161	history of zero and, 50 museum admission fees and, 61
stereotypes and, 168–71	oil changes with car purchases and,
taste and, 157–68	60–61
upscale coffee ambience and, 159–60	preventive health care and, 62-63
wineglasses and, 165	rational cost-benefit analysis and,
expense reports, dishonesty in, 223–24	64–65
experience, not learning from, xvii	shipping offers on orders over a
experiments:	certain amount and, 58–59, 62
extrapolation of findings in, xxi-xxii	social policy and, 62-63
isolating individual forces in, xxi	time considerations and, 61
see also specific topics	free, working for, 71
	free lunches, 240–44
F	free market, 47–48
Fastow, Andrew, 219	free trade, 47–48
fines, in social context, 76–77	Frenk, Hanan, xv
first decisions:	frequent-flyer miles, 227–28
power of, 44	Freud, Sigmund, 98, 203
shape of our lives and, 43	friendly requests, social norms and, 68,
translation of, into long-term habits,	70–71, 73–74, 77–78
36–39	Fromm, Erich, 148
see also anchoring	functional magnetic resonance imaging
first impressions:	(fMRI), taste test of Coke and Pepsi and, 166–68
imprinting and, 25, 34, 43  see also arbitrary coherence	furniture, assembling, pride of
Fiske, Alan, 68	ownership and, 135
food:	ownership and, 133
expectations and taste of, 164–65	G
ordering process and enjoyment of,	garage sales, 129-30, 162-63
237–38	gasoline, price increases and demand
see also taste	for, 47
food labels, allure of "zero" on, 61-62	Gell-Mann, Murray, 244
football plays, expectations and	gender stereotypes, 169
perception of, 155-56, 171	Gerbi (Italian physician), 177
Ford Motor Company, 119–21	gift certificate experiment, 58