Isn't Conscious Corruption. It's Unconscious Bias," *Harvard Business Review* (2002).

Maurice Schweitzer and Chris Hsee, "Stretching the Truth: Elastic Justification and Motivated Communication of Uncertain Information," *Journal of Risk and Uncertainty* (2002).

Chapter 13: Beer and Free Lunches

BASED ON

Dan Ariely and Jonathan Levav, "Sequential Choice in Group Settings: Taking the Road Less Traveled and Less Enjoyed," *Journal of Consumer Research* (2000).

Richard Thaler and Shlomo Benartzi, "Save More Tomorrow: Using Behavioral Economics to Increase Employee Savings," *Journal of Political Economy* (2004).

RELATED READINGS

Eric J. Johnson and Daniel Goldstein, "Do Defaults Save Lives?" *Science*, Vol. 302 (2003), 1338–1339.