

Chapter 4: The Cost of Social Norms

BASED ON

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Kathleen Vohs, Nicole Mead, and Miranda Goode, "The Psychological Consequences of Money," *Science* (2006).

RELATED READINGS

Margaret S. Clark and Judson Mills, "Interpersonal Attraction in Exchange and Communal Relationships," *Journal of Personality and Social Psychology*, Vol. 37 (1979), 12–24.

Margaret S. Clark, "Record Keeping in Two Types of Relationships," *Journal of Personality and Social Psychology*, Vol. 47 (1984), 549–557.

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Pankaj Aggarwal, "The Effects of Brand Relationship Norms on Consumer Attitudes and Behavior," *Journal of Consumer Research* (2004).

Chapter 5: The Influence of Arousal

BASED ON

Dan Ariely and George Loewenstein, "The Heat of the Moment: The Effect of Sexual Arousal on Sexual Decision Making," *Journal of Behavioral Decision Making* (2006).

RELATED READINGS

George Loewenstein, "Out of Control: Visceral Influences on Behavior," *Organizational Behavior and Human Decision Processes* (1996).