

# Contents

## INTRODUCTION

*How an Injury Led Me to Irrationality and to the  
Research Described Here*

*xi*

## CHAPTER 1

The Truth about Relativity

*Why Everything Is Relative—Even When It Shouldn't Be*

*1*

## CHAPTER 2

The Fallacy of Supply and Demand

*Why the Price of Pearls—and Everything Else—  
Is Up in the Air*

*23*

## CHAPTER 3

The Cost of Zero Cost

*Why We Often Pay Too Much When We Pay Nothing*

*49*