

- Descartes, Rene, 43
- diet, procrastination and self-control and, 110–11, 116
- discounts:
  - discounting of quality along with, 183–87
  - relativity and, 19–20
- dishonesty, 195–230
  - congressional initiatives against, 204–6
  - contemplation of moral benchmarks and, 206–9, 213
  - corporate scandals and, 196, 204, 214, 219, 222–23
  - cost-benefit analysis and, 202–3, 204
  - decline of professional ethics and, 209–11, 213–14
  - easier when removed from cash, 217–30
  - expense reports and, 223–24
  - human nature and, 226–27
  - oaths and, 208–9, 211–13
  - rationalization of, 219, 222, 224, 225–27, 229
  - risk of being caught and, 201, 204
  - small acts of, 197, 204, 217–18, 227–28
  - standard-issue criminal activities and, 195, 196–97
  - wardrobing and, 196, 223
  - see also* cheating on tests; honesty
- Dr. Jekyll and Mr. Hyde* (Stevenson), 98
- “door game,” 143–48
- dopamine, 168
- dorsolateral aspect of prefrontal cortex (DLPFC), 167
- drinks:
  - energy, impact of price and hype on efficacy of, 184–87
  - expectations and taste of, *see* taste
  - ordering process and enjoyment of, 231–38
- driving:
  - teenage, foiling unsafe behavior in, 102–3
  - test, expectations and, 161
- drugs, war on, customs agents’ willingness to risk life in, 84
- Duke University basketball tickets, 127–33
- Dunkin’ Donuts, moving anchor to Starbucks from, 37–39
- DVD players, FREE! DVD offers and, 55
- E
- earmarking, congressional restrictions on, 204–5
- Ebbers, Bernie, 223
- economics, standard:
  - arbitrary coherence at odds with, 43, 45, 47–48
  - behavioral economics vs., xviii–xx, 239–40
  - cost-benefit analysis in, 64–65
  - human rationality assumed in, xix, xx, 239–40
  - supply and demand in, 45–46
- Economist* subscription offers, 1–3, 4–6, 9–10
- education, 84–86
  - igniting social passion for, 85–86
  - “No Child Left Behind” policy and, 85
- “elderly,” behavior affected by priming concept of, 170–71
- empirical tests, in science, xv–xvi
- employees:
  - payment of, *see* compensation; salaries
  - social vs. market norms in companies’ relations with, 80–84
  - theft and fraud at workplace ascribed to, 195–96
- endowment effect, 129–35
- energy drinks, impact of price and hype on efficacy of, 184–87
- Enron scandal, 196, 204, 219
- envy, comparisons and, 15–19
- epidurals, 103–4
- Escape from Freedom* (Fromm), 148
- Europe, savings rate in, 109
- exercise, procrastination and, 111
- expectations, 155–72
  - beer experiments and, 157–59, 161–62, 163–64, 172
  - brand associations of Coke and Pepsi and, 166–68