

1. Beginnings: 1970 - 78.

→ supposedly irrelevant factors.

→ The endowment effect

→ The List

→ Value Theory

→ California organizing

→ The Grantler

Two kinds of theories.

A stunning graph.

Intervives.

Learning

markers: The Invisible Hand

2. Mental Accounting (1979 - 85).

→ Bargains and Rip-offs

→ Sunk costs

→ Buckers and Budgets

→ At the poker table

3. Self-control: (1975 - 88).

→ Will power? No problem.

→ The Planner and the Doer

Interlude.

misbehaving in the real world

wreck peak.

my day at GM.

4. Working with Danny: (1984 - 85)

→ what seems fair?

→ Fairness games

→ Knugs

5. Engaging with the economic profession (1986 - 94).

→ The Debate Begins
Anomalies

forming a team

- Narrow framing on the upper East side.

6. Finance (1983 - 2003)

- The Beauty contest
- Does the stock market overreact?
- The reaction to overreactions.
- The price is not right.
- The Battle of closed-end funds.
- Fruit flies, icebergs, and Negative stock prices.

7. Welcome to Chicago: 1995 - Present.

→ Law Schooling

→ The ostiles.

→ Football

→ Crime shows.

→ people are overconfident

→ people make forecasts are too extreme

→ The winner curse

→ The false consensus effect

→ present idea.

8. Keeping our: 2004 - present.

→ Save more tomorrow.

→ holding public.

→ Mudding in the U.K.

9. Conclusion: what is Next?