

C O N T E N T S

<i>List of Anomalies</i>	ix
<i>Preface and Acknowledgments</i>	xiii
1 <i>What Is Behavioral Economics— and Why Should We Care?</i>	1
2 <i>Keeping What We Have, Even If We Don't Like It</i>	25
3 <i>Managing Expectations and Behavior</i>	69
4 <i>Understanding the Stubbornly Inconsistent Patient</i>	100
5 <i>Understanding the Stubbornly Inconsistent Consumer</i>	136
6 <i>Understanding the Medical Decision-Making Process, or Why a Physician Can Make the Same Mistakes as a Patient</i>	173
7 <i>Explaining the Cumulative Impact of Physicians' Decisions</i>	201

8	<i>Can We Use the Concepts of Behavioral Economics to Transform Health Care?</i>	229
	<i>References</i>	249
	<i>Index</i>	279