

# Contents

1. Introduction to Essays on Economic Psychology . . . . .	1
<i>Hermann Brandstätter, Werner Güth</i>	
2. Psychology + Economics = Economic Psychology? . . . . .	31
<i>Karl-Erik Wärneryd</i>	
3. The Evolutionary Biology of Economic Behavior . . . . .	53
<i>Stephen E. G. Lea</i>	
4. Rationality: The Formalist View . . . . .	71
<i>Stephen E. G. Lea</i>	
5. Cognition and Economic Psychology . . . . .	91
<i>Klaus G. Grunert</i>	
6. Psychological Aspects of Strategic Management . . . . .	109
<i>Klaus G. Grunert</i>	
7. Economic Psychology and Telecommunications Research . . . . .	133
<i>Karl-Erik Wärneryd</i>	
8. Distributive Justice. A Behavioral Theory and Empirical Evidence . . . . .	153
<i>Werner Güth</i>	
9. Public Choice - Economic Theory of Politics: A Survey in Selected Areas . . . . .	177
<i>Friedrich Schneider</i>	

10. Measuring the Size and Development of the Shadow Economy.  
Can the Causes be Found and the Obstacles be Overcome? ..... 193  
*Friedrich Schneider*

11. Why People Vote: The Role of Inter- and Intragroup Interaction  
in the Turnout Decision ..... 213  
*Arthur Schram & Frans van Winden*

12. How to Avoid Intrapersonal Strategic Conflicts in Game Theory? ..... 251  
*Werner Güth*

Author Index ..... 281

Subject Index ..... 287