Contents

List of contributors viii
Introduction Luigino Bruni and Pier Luigi Porta xi

PART I LESSONS FROM THE PAST

1 Happiness, wealth and utility in ancient thought 3
   Gloria Vivenza
2 The ‘technology of happiness’ and the tradition of economic science 24
   Luigino Bruni
3 Human needs hierarchy and happiness: evidence from the late pre-classical and classical economics 53
   Stravos Drakopoulos and Anastasios Karayiannis
4 Jeremy Bentham’s quantitative analysis of happiness and its asymmetries 68
   Marco E.L. Guidi
5 Public happiness and civil society 95
   Pier Luigi Porta and Roberto Scazzieri
6 Kant on civilization, moralization and the paradox of happiness 110
   Sergio Cremaschi

PART II UNDERSTANDING THE PARADOX OF HAPPINESS

7 If happiness is so important, why do we know so little about it? 127
   Marina Bianchi
8 Well-being and consumption: towards a theoretical approach based on human needs satisfaction 151
   Monica Guillen Royo
9 Enjoyment of life, the structure of time and economic dynamics 170
   Mario Cogoy
10 Experienced versus decision utility of income: relative or absolute happiness 185
   Maarten Vendrik and Johannes Hirata

v
Handbook on the economics of happiness

11 Past product experiences as determinants of happiness with target product experiences: implications for subjective well-being 209
Rajagopal Raghunathan and Julie R. Irwin

12 The life plan view of happiness and the paradoxes of happiness 221
Mark Chekola

PART III RELATIONAL GOODS

13 The income-unhappiness paradox: a relational goods/Baumol disease explanation 239
Leonardo Becchetti and Marika Santoro

14 The subjective well-being paradox: a suggested solution based on relational goods 263
Maurizio Pugno

15 The not-so-fragile fragility of goodness: the responsive quality of fiduciary relationships 290
Vittorio Pelligra

16 Happiness, morality and game theory 318
Luca Zarri

17 Why are people so unhappy? Why do they strive so hard for money? Competing explanations of the broken promises of economic growth 337
Stefano Bartolini

18 On the demand for grandchildren: tied transfers and the demonstration effect 365
Donald Cox and Oded Stark

PART IV DATA AND POLICIES

19 Values and happiness in Mexico: the case of the metropolitan city of Monterrey 407
Jose de Jesus Garcia, Nicole Christa Fuentes, Salvador A. Borrego, Monica D. Gutierrez and Alejandro Tapia

20 Happiness, satisfaction and socioeconomic conditions: some international evidence 429
Amado Peiró

21 Happiness and the standard of living: the case of South Africa 447
Nattavudh Powdthavee
22 Federalism versus social citizenship: investigating the preference for equity in health care
Luca Crivelli, Gianfranco Domenighetti and Massimo Filippini

23 Happiness and sustainability: a modern paradox
Silva Marzetti Dall'Aste Brandolini

24 Ideals, conformism and reciprocity: a model of individual choice with conformist motivations, and an application to the not-for-profit case
Lorenzo Sacconi and Gianluca Grimalda

Index