## CONTENTS

*Contributors*  
ix  
*Introduction*  
xi  

### PART I. BEHAVIORAL ECONOMICS: AN OVERVIEW

1. Heuristics and Biases  
   Jonathan Baron  
   3  

2. Human Prosocial Motivation and the Maintenance of Social Order  
   Simon Gächter  
   28  

3. Moral Judgment  
   Jonathan Baron  
   61  

### PART II. BEHAVIORAL ECONOMICS AND THE LAW: AN OVERVIEW AND CRITIQUE

4. The Importance of Behavioral Law  
   Thomas S. Ulen  
   93  

   Christoph Engel  
   125  

6. Biasing, Debiasing, and the Law  
   Daniel Pi, Francesco Parisi, and Barbara Luppi  
   143  

7. Alternative Behavioral Law and Economics  
   Gregory Mitchell  
   167
PART III. BEHAVIORAL ECONOMICS AND THE LAW: SPECIFIC BEHAVIORAL PHENOMENA

8. Law and Prosocial Behavior
   LYNN A. STOUT

   YUVAL FELDMAN

10. Law, Moral Attitudes, and Behavioral Change
    KENWORTHY BILZ AND JANICE NADLER

11. Law’s Loss Aversion
    EYAL ZAMIR

12. Wrestling with the Endowment Effect, or How to Do Law and Economics without the Coase Theorem
    RUSSELL KOROBKIN

    SEAN HANNON WILLIAMS

14. The Hindsight Bias and the Law in Hindsight
    DORON TEICHMAN

PART IV. BEHAVIORAL ECONOMICS: LEGAL APPLICATIONS

    DAPHNA LEWINSOHN-ZAMIR

16. Behavioral Economics and Tort Law
    YOED HALBERSBERG AND EHUD GUTTEL

17. Behavioral Economics and Contract Law
    MELVIN A. EISENBERG

18. Consumer Transactions
    OREN BAR-GILL
   TOM BAKER AND PETER SIEGELMAN

   KENT GREENFIELD

21. The Market, the Firm, and Behavioral Antitrust
   AVISHALOM TOR

   ALON HAREL

   EDWARD J. MCCAFFERY

24. Litigation and Settlement
   JENNIFER K. ROBBENNOLT

   RUSSELL COVEY

   DORON TEICHMAN AND EYAL ZAMIR

27. Evidence Law
   FREDRICK E. VARS

   CASS R. SUNSTEIN

29. Environmental Law
   ADRIAN KUENZLER AND DOUGLAS A. KYSAR

Index of Names

Subject Index