Contents

Appendix of Sources ix
Legends in Consumer Behavior xiii
Legends in Consumer Behavior: James R. Bettman xvii

Conceptual Frameworks
1. Consumer Decision Making: A Choice Goals Approach (with Mary Frances Luce and John W. Payne) 3
2. Measuring Constructed Preferences: Towards a Building Code (with John W. Payne and David A. Schkade) 29
3. Preference Construction and Preference Stability: Putting the Pillow to Rest (with Mary Frances Luce and John W. Payne) 57

Games, Unconscious Thought, and Neural Mechanisms
4. Biased but Efficient: An Investigation of Coordination Facilitated by Asymmetric Dominance (with Wilfred Amaldoss and John W. Payne) 69
5. Boundary Conditions on Unconscious Thought in Complex Decision Making (with John W. Payne, Adriana Samper, and Mary Frances Luce) 104
6. Separate Neural Mechanisms Underlie Choices and Strategic Preferences in Risky Decision Making (with Vinod Venkatraman, John W. Payne, Mary Frances Luce, and Scott A. Huettel) 116

Intertemporal Preferences
7. Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences (with Gal Zauberman, B. Kyu Kim, and Selin A. Malkoc) 155
8. Unstuck from the Concrete: Carryover Effects of Abstract Mindsets in Intertemporal Preferences (with Selin A. Malkoc and Gal Zauberman) 183

Perspectives of Other Scholars

9. Cognitive Drivers of Intertemporal Preferences by Gal Zauberman 221
10. The Role of Personality Variables in the Construction of Preferences by Aimee Drolet and Benjamin C. Rossi 226

Itamar Simonson Interviews James R. Bettman

11. Interview of James R. Bettman by Itamar Simonson 237

About the Editors and Contributors 250