

Handbook on the Economics of Happiness

Edited by

Luigino Bruni

*Associate Professor of Economics, University of
Milan-Bicocca, Italy*

and

Pier Luigi Porta

Professor of Economics, University of Milan-Bicocca, Italy

Edward Elgar

Cheltenham, UK • Northampton, MA, USA

Contents

<i>List of contributors</i>	viii
<i>Introduction</i> Luigino Bruni and Pier Luigi Porta	xi

PART I LESSONS FROM THE PAST

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

PART II UNDERSTANDING THE PARADOX OF HAPPINESS

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

- 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 <i>Luca Crivelli, Gianfranco Domenighetti and Massimo Filippini</i>	487
23	Happiness and sustainability: a modern paradox <i>Silva Marzetti Dall' Aste Brandolini</i>	512
24	Ideals, conformism and reciprocity: a model of individual choice with conformist motivations, and an application to the not-for-profit case <i>Lorenzo Sacconi and Gianluca Grimalda</i>	532
	<i>Index</i>	571