

# Contents

Contributors	ix
Acknowledgments	xiii
Introduction	1
<i>George Loewenstein, Daniel Read, and         Roy F. Baumeister</i>	
1. Time Discounting and Time Preference: A Critical Review	13
<i>Shane Frederick, George Loewenstein, and     Ted O'Donoghue</i>	
<b>PART I • Philosophical, Evolutionary, and Neurobiological Underpinnings</b>	
2. Time Preference and Personal Identity	89
<i>Shane Frederick</i>	
3. The Evolution of Patience	115
<i>Alex Kacelnik</i>	
4. A Neurobiology of Intertemporal Choice	139
<i>Stephen B. Manuck, Janine D. Flory,     Matthew F. Muldoon, and Robert E. Ferrell</i>	

**PART II · Theoretical Perspectives**

- 5. Sustaining Delay of Gratification over Time:  
A Hot-Cool Systems Perspective 175  
*Walter Mischel, Ozlem Ayduk, and  
Rodolfo Mendoza-Denton*
- 6. Willpower, Choice, and Self-Control 201  
*Roy F. Baumeister and Kathleen D. Vohs*
- 7. Self-Awareness and Self-Control 217  
*Ted O'Donoghue and Matthew Rabin*
- 8. Construal Level Theory of Intertemporal  
Judgment and Decision 245  
*Nira Liberman and Yaacov Trope*
- 9. Self-Signaling and Self-Control 277  
*Drazen Prelec and Ronit Bodner*

**PART III · Patterns of Preference**

- 10. Subadditive Intertemporal Choice 301  
*Daniel Read*
- 11. Summary Assessment of Experiences: The Whole  
Is Different from the Sum of Its Parts 323  
*Dan Ariely and Ziv Carmon*
- 12. Predicting and Indulging Changing Preferences 351  
*George Loewenstein and Erik Angner*

**PART IV · Applications**

- 13. Time Discounting of Health Outcomes 395  
*Gretchen B. Chapman*
- 14. Delay Discounting: A Fundamental Behavioral  
Process of Drug Dependence 419  
*Warren K. Bickel and Matthew W. Johnson*
- 15. Fear as a Policy Instrument 441  
*Andrew Caplin*
- 16. Dieting as an Exercise in Behavioral Economics 459  
*C. Peter Herman and Janet Polivy*

17. Self-Rationing: Self-Control in Consumer Choice	491
<i>Klaus Wertenbroch</i>	
18. The Hyperbolic Consumption Model: Calibration, Simulation, and Empirical Evaluation	517
<i>George-Marios Angeletos, David Laibson, Andrea Repetto, Jeremy Tobacman, and Stephen Weinberg</i>	
Index	545