## Contents

Preface	ix
Acknowledgments	xv
ONE • WHY WORRY ABOUT INCENTIVES?	1
TWO • INCENTIVES THEN AND NOW The Clock and the Engineer	14
THREE • "INCENTIVES TALK" What Are Incentives Anyway?	31
FOUR • ETHICAL AND NOT SO ETHICAL INCENTIVES	45
FIVE • Applying Standards, Making Judgments	60
SIX • GETTING DOWN TO CASES	
Plea Bargaining	76
Recruiting Medical Research Subjects	86
• IMF Loan Conditions	101
• Motivating Children to Learn	111
SEVEN • Beyond Voluntariness	123
EIGHT • A DIFFERENT KIND OF CONVERSATION	133
Notes	141
References	171
Index	189