

CONTENTS

<i>Introduction</i>	1
FIRST HALF	
1. Pelé Meets John von Neumann in the Penalty Area	9
2. Vernon Smith Meets Messi in the Laboratory	31
3. Lessons for Experimental Design	45
4. Mapping Minimax in the Brain <i>(with Antonio Olivero, Sven Bestmann, Jose Florensa Vila, and Jose Apesteguia)</i>	58
5. Psychological Pressure on the Field and Elsewhere	68
HALFTIME	
6. Scoring at Halftime	89
SECOND HALF	
7. Favoritism under Social Pressure	107
8. Making the Beautiful Game a Bit Less Beautiful <i>(with Luis Garicano)</i>	124
9. Fear Pitch	151
10. From Argentina without Emotions	164
11. Discrimination: From the Makana Football Association to Europe	174
<i>Acknowledgments</i>	193
<i>References</i>	195
<i>Index</i>	205