## Contents

Preface		xi		
	INTRODUCTION			
1	Social Animals and Economic Beings: On Unifying Social Psychology and Economics David De Cremer, Marcel Zeelenberg, and J. Keith Murnighan	3		
II PREFERENCES, UTILITY, AND CHOICE				
2	Utility and the Psychology of Preference  David M. Messick	17		
3	Conventional Behavior Andrew Schotter	31		
4	Social Decision Making in Fuzzy Situations: Motivated Information Processing and Strategic Choice Carsten K. W. De Dreu and Wolfgang Steinel	55		
5	How Regulatory Fit Creates Value E. Tory Higgins	79		
		vii		

Ш	EMOTIONS	
6	The Role of Moral Sentiments in Economic Decision Making Timothy Ketelaar	97
7	Feeling Is for Doing: A Pragmatic Approach to the Study of Emotions in Economic Behavior Marcel Zeelenberg and Rik Pieters	117
IV	RECIPROCITY, COOPERATION, AND FAIRNESS	
8	Tacit Coordination and Social Dilemmas: On the Importance of Self-Interest and Fairness Eric van Dijk and David De Cremer	141
9	Cooperation in Groups Tom R. Tyler and David De Cremer	155
10	The Neuroeconomics of Personal and Interpersonal Decision Making Kevin McCabe	171
V	SOCIAL DISTANCE	
11	The Role of Mental Construal in Self-Control Kentaro Fujita, Yaacov Trope, and Nira Liberman	193
12	How Institutions Affect Behavior: Insights From Economics and Psychology Iris Bohnet	213
13	Gender Differences in the Propensity to Initiate Negotiations Linda Babcock, Michele Gelfand, Deborah Small, and Heidi Stayn	239
VI	CHALLENGES TO SOCIAL PSYCHOLOGY AND ECONOMICS	
14	Economics Wins, Psychology Loses, and Society Pays Max H. Bazerman and Deepak Malhotra	263

15	"Not All Self-Interest After All": Economics of Empathy-Induced Altruism C. Daniel Batson	281
16	Contrasting Methods and Comparative Findings in Psychology and Economics Rachel Croson	301
VII	COLLABORATIVE REFLECTIONS AND PROJECTIONS	
17	Some of the Ancient History of Experimental Economics and Social Psychology: Reminiscences and Analysis of a Fruitful Collaboration  J. Keith Murnighan and Alvin E. Roth	321
Author Index		335
Subje	Subject Index	