

CONTENTS

Preface ix

Introduction: Choices 3

PART ONE HUMAN BEHAVIOR

1. Deciding by Default 25

2. Choosing Anyway 53

PART TWO MORALITY AND POLITICS

3. Informed Choosers and Bad Defaults 71

4. Embracing Choice 87

5. Choice-Requiring Paternalism 113

CONTENTS

PART THREE
THE FUTURE

6. Personalization	157
7. Yours by Default? Predictive Shopping	175
8. Coercion	189
Conclusion: Free by Default	205
<i>Acknowledgments</i>	209
<i>Index</i>	213