

Contents

Foreword	ix
<i>G. Alan Marlatt</i>	
Preface	xxi
<i>Rudy E. Vuchinich and Warren K. Bickel</i>	
Part 1: Behavioral Economic Concepts and Methods	
1 A Behavioral Economics Primer	3
<i>Gregory J. Madden</i>	
2 Behavioral Economic Concepts and Methods for Studying Health Behavior	27
<i>Steven R. Hersh</i>	
Part 2: Price and Consumption	
3 A Behavioral Economic Analysis of the Reinforcing Effects of Drugs: Transition States of Addiction	63
<i>Marilyn E. Carroll and Una C. Campbell</i>	
4 Economics and Antihealth Behavior: The Economic Analysis of Substance Use and Abuse	89
<i>Frank J. Chaloupka and Rosalie Liccardo Pacula</i>	
Part 3: Substitutability Relations Between Activities	
5 Economic Substitutability: Some Implications for Health Behavior	115
<i>Leonard Green and Edwin B. Fisher, Jr.</i>	
6 The Lonely Addict	145
<i>Howard Rachlin</i>	

Part 4: Health Behavior as Intertemporal Choice

- 7** Self-Control and Health Behavior 167
A. W. Logue
- 8** Temporal Changes in the Value of Objects of Choice: Discounting, Behavior Patterns, and Health behavior 193
Cathy A. Simpson and Rudy E. Vuchinich

Part 5: Specific Health Behaviors: Help Seeking, Smoking, Eating, Exercise, and Gambling

- 9** Waiting to See the Doctor: The Role of Time Constraints in the Utilization of Health and Behavioral Health Services 219
Jalie A. Tucker and John W. Davison
- 10** Behavioral Economics of Tobacco Smoking 265
Kenneth A. Perkins, Mary E. Hickcox, and James E. Grobe
- 11** Behavioral Economics of Obesity: Food Intake and Energy Expenditure 293
Leonard H. Epstein and Brian E. Saelens
- 12** Gambling in Socioeconomic Perspective 313
Patrick M. Ghezzi, Charles A. Lyons, and Mark R. Dixon

Part 6: The Cultural Context of Health Behavior

- 13** The Tyranny of Small Decisions: Origins, Outcomes, and Proposed Solutions 341
Warren K. Bickel and Lisa A. Marsch
- Author Index 393
- Subject Index 411