

Contents

1	Happiness and Maximization: An Introduction	1
	Hilke Brockmann and Jan Delhey	
2	Is More Always Better? The American Experiment	15
	Peter C. Whybrow	
3	More Nonsense and Less Happiness: The Untinted Effects of Artificial Competitions	27
	Mathias Binswanger	
4	Happiness by Maximisation?	41
	Kurt Bayertz	
5	Maximization and the Good	55
	Valerie Tiberius	
6	How Wise is Mother Nature? Maximization, Optimization and Short-Sighted Resource Use in Biological Evolution	69
	Hanna Kokko	
7	Towards a Neuroscience of Well-Being: Implications of Insights from Pleasure Research	81
	Kent C. Berridge and Morten L. Kringelbach	
8	From Treating Mental Dysfunction to Neuroenhancement	101
	Michael Koch	
9	Do Aspirations and Adaptation Impede the Maximization of Happiness?	115
	Ulrich Schimmack and Hyunji Kim	

10	My Car is Bigger than Yours: Consumption, Status Competition, and Happiness in Times of Affluence.	131
	Hilke Brockmann and Song Yan	
11	Some Lessons from Happiness Economics for Environmental Sustainability.	149
	Heinz Welsch	
12	Public Policy and Human Happiness: The Welfare State and the Market as Agents of Well-Being	163
	Robert Davidson, Alexander C. Pacek and Benjamin Radcliff	
13	Should the State Care for the Happiness of its Citizens?	177
	Aloys Prinz	
14	A “Happiness Test” for the New Measures of National Well-Being: How Much Better than GDP are They?	191
	Jan Delhey and Christian Kroll	
	Index	211