

## *Contents*

### *Introduction: Markets and Morals*

Market Triumphalism • Everything for Sale • The Role of  
Markets • Our Rancorous Politics / 3

### *1. Jumping the Queue*

Airports, Amusement Parks, Car Pool Lanes • Hired Line  
Standers • Ticket Scalpers • Concierge Doctors • Markets Versus  
Queues • Yosemite Campsites • Papal Masses •  
Springsteen Concerts / 17

### *2. Incentives*

Cash for Sterilization • The Economic Approach to Life • Paying  
Kids for Good Grades • Bribes to Lose Weight • Selling the Right  
to Immigrate • A Market in Refugees • Speeding Tickets and Subway  
Cheats • Tradable Procreation Permits • Tradable Pollution  
Permits • Carbon Offsets • Paying to Kill an Endangered  
Rhino • Ethics and Economics / 43

*3. How Markets Crowd Out Morals*

Hired Friends • Bought Apologies and Wedding Toasts • The Case  
Against Gifts • Auctioning College Admission • Coercion and  
Corruption • Nuclear Waste Sites • Donation Days and Day-Care  
Pickups • Blood for Sale • Economizing Love / 93

*4. Markets in Life and Death*

Janitors Insurance • Betting on Death • Internet Death  
Pools • Insurance Versus Gambling • The Terrorism Futures  
Market • The Lives of Strangers • Death Bonds / 131

*5. Naming Rights*

Autographs for Sale • Corporate-Sponsored Home Runs • Luxury  
Skyboxes • Moneyball • Bathroom Advertising • Ads in  
Books • Body Billboards • Branding the Public Square • Branded  
Lifeguards and Nature Trails • Police Cars and Fire  
Hydrants • Commercials in the Classroom • Ads in Jails • The  
Skyboxification of Everyday Life / 163

*Notes / 207*

*Acknowledgments / 233*

*Index / 237*