

Contents

1	Gift Giving: Joy, Duty and Frustration	1
2	Gift and Counter-Gift: The Reciprocity Rule	25
3	The Valuation of the Gift: The Recipient Decides, Not the Giver	37
4	The Financial Value of the Gift: Can't Buy Me Love?	51
5	The Emotional Value of the Gift: Empathy, Surprise, Sacrifice	59
6	Gifts as Information Media: What They Say About the Giver and the Relationship with the Recipient	75
7	Gifts in Romantic Relationships: What Enhances and What Weakens the Relationship?	85
8	Gifts to Different Recipients: Who Gets Anything at All and How Much?	107
9	Difficult Givers and Recipients: Risk Reduction Strategies	117

x **Contents**

10 Cash Gifts and Vouchers: When Are They Taboo and When Are They Welcome?	125
11 Handling Over and Receiving the Gift: The Moment of Truth	137
12 Gifts and Gender: Santa Claus Is a Woman	149
13 Gifts and Culture: What Applies Globally and Regionally?	161
Epilogue	177