



Dollars and Sex: How Economics Influences Sex and Love

By Marina Adshade

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There's a marketplace for sex and love, and you're in it. In *Dollars and Sex*, economist Marina Adshade converts economic theory into a sexy science by applying the principles of supply and demand and other market forces to matters of love and libido. As she does in her hugely popular blog of the same name, Adshade unlocks the mysteries behind our actions, thoughts, and preferences using engaging research, economic analysis, and humor. The end result is a fascinating look at just how central the interplay of libido, gender, love, power, and economic forces is to the most important choices we make in our lives. Ultimately she shows that every option, every decision, and every outcome in matters of sex and love is better understood through economics.

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Editorial Review

Review

"Economists may seem soulless, unlikely guides to affairs of the heart. But *"Dollars and Sex,"* a delightful book by Marina Adshade, an economist at the University of British Columbia, may convince you otherwise."
- The New York Times

"Adshade has compiled the titillating facts and figures from her course and her blog on BigThink.com into her first book *Dollars and Sex*. You may have never thought you'd read about fiscal theories for pleasure, but Adshade shows how the very compelling topics of love and sex are better understood through the lens of economics.." - Zoomer Book of the Week

"The pleasure of reading *Dollars and Sex*, in other words, is that Adshade doesn't have an agenda to push, nor any Gladwellian "Aha!" moments to neatly package. The book is a clever collection of small conversation-ready revelations packaged in an accessible way." - Canadian Business Magazine

"In *Dollars and Sex*, Adshade uses everything from prostitution to online dating to demonstrate how economics work in practice. The result is a book that is both provocative, and informative." - Winnipeg Free Press

"This is, in effect, the *Moneyball* of Booty; removing all the romance with math, the author compiles her own research and that of other notable economists to skillfully tackle coupling, casual and otherwise. She applies a number of standard economics 101 rationales, making readers question every tryst and romp they've ever engaged in. The book is also helpfully humorous and charming, neatly organized into three easy to understand "acts," representing a different phase of our development, with stories told via hard data and very human anecdotes." - Stacey May Fowler, The National Post

"A most stimulating and rewarding read."-
-New York Journal of Books

"Sex, love and romance are the obsessions of poets and songwriters. Why not of economists, too?"
-Ben Steverman, Bloomberg

"Economists may seem soulless, unlikely guides to affairs of the heart. But *'Dollars and Sex,'* a delightful book by Marina Adshade, an economist at the University of British Columbia, may convince you otherwise."
-New York Times

From the Inside Flap

There's a market for sex and love, and you're in it.

In *Dollars and Sex*, economist Marina Adshade converts economic theory into a sexy science by

applying the principles of supply and demand and other market forces to matters of love, courtship, sex, intimacy, and marriage. As she does in her hugely popular blog of the same name, Adshade unlocks the mysteries behind our actions, thoughts, and preferences using engaging research, economic analysis, and humor. The end result is a fascinating look at just how central the interplay of libido, gender, love, power, and economic forces is to the most important choices we make in our lives. Ultimately she shows that every option, every decision, and every outcome in matters of sex and love is better understood through economics.

From the Back Cover

Understanding the reasons we behave the way we do (in bed).

Dollars and Sex unveils the economics behind sex and love, answering questions we've always wondered - and those we never thought to ask, such as:

- When dating online, do we create thin markets, making it harder to find a mate?
- What is the relationship between rising rates of casual sex and the widening earning gap?
- Is modern marriage just an opportunity to consume more goods and services?
- If teenagers are having sex less frequently, why are STD rates in that group on the rise

"Marina Adshade will persuade you that the economist's cost-benefit calculus explains more about your love life than you ever imagined."

- Professor Robert H. Frank, Cornell University, author of *The Darwin Economy* and *The Economic Naturalist's Field Guide*.

"Marina Adshade is the one economist I read purely for pleasure."

- Professor Frances Woolley, Carleton University, regular contributor to *The Globe and Mail*.

Users Review

From reader reviews:

John Sanchez:

Reading a guide can be one of a lot of action that everyone in the world likes. Do you like reading book and so. There are a lot of reasons why people love it. First reading a e-book will give you a lot of new details. When you read a reserve you will get new information simply because book is one of many ways to share the information or perhaps their idea. Second, reading through a book will make anyone more imaginative. When you reading a book especially fictional works book the author will bring you to imagine the story how the characters do it anything. Third, you could share your knowledge to some others. When you read this *Dollars and Sex: How Economics Influences Sex and Love*, it is possible to tells your family, friends in addition to soon about yours guide. Your knowledge can inspire different ones, make them reading a e-book.

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Cheryl Stone:

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