



# Dollars and Sex: How Economics Influences Sex and Love

By Marina Adshade

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**Dollars and Sex: How Economics Influences Sex and Love** By Marina Adshade

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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## **Dollars and Sex: How Economics Influences Sex and Love** By Marina Adshade Bibliography

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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:**

#### **Donald Andrews:**

Reading a e-book tends to be new life style with this era globalization. With examining you can get a lot of information that will give you benefit in your life. Using book everyone in this world can easily share their idea. Textbooks can also inspire a lot of people. Plenty of author can inspire all their reader with their story or maybe their experience. Not only situation that share in the guides. But also they write about advantage about something that you need instance. How to get the good score toefl, or how to teach your children, there are many kinds of book that you can get now. The authors in this world always try to improve their ability in writing, they also doing some study before they write with their book. One of them is this Dollars and Sex: How Economics Influences Sex and Love.

#### **Jacqueline McArdle:**

Do you have something that that suits you such as book? The e-book lovers usually prefer to choose book like comic, limited story and the biggest some may be novel. Now, why not attempting Dollars and Sex: How Economics Influences Sex and Love that give your entertainment preference will be satisfied by reading this book. Reading habit all over the world can be said as the means for people to know world better then how they react to the world. It can't be mentioned constantly that reading behavior only for the geeky individual but for all of you who wants to become success person. So , for all you who want to start looking at as your good habit, you can pick Dollars and Sex: How Economics Influences Sex and Love become your

starter.

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