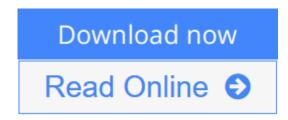


Date-onomics: How Dating Became a Lopsided Numbers Game

By Jon Birger



Date-onomics: How Dating Became a Lopsided Numbers Game By Jon Birger

It's not that he's just not that into you—it's that there aren't enough of him. And the numbers prove it. Using a combination of demographics, statistics, game theory, and number-crunching, *Date-onomics* tells what every single, college-educated, heterosexual, looking-for-a-partner woman needs to know: The "man deficit" is real. It's a fascinating, if sobering read, with two critical takeaways: One, it's not you. Two, knowledge is power, so here's what to do about it.

The shortage of college-educated men is not just a big-city phenomenon frustrating women in New York and L.A. Among young college grads, there are four eligible women for every three men nationwide. This unequal ratio explains not only why it's so hard to find a date, but a host of social issues, from the college hookup culture to the reason Salt Lake City is becoming the breast implant capital of America. Then there's the math that says that a woman's good looks can keep men from approaching her—particularly if they feel the odds aren't in their favor.

Fortunately, there are also solutions: what college to attend (any with strong sciences or math), where to hang out (in New York, try a fireman's bar), where to live (Colorado, Seattle, "Man" Jose), and why never to shy away from giving an ultimatum.

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Date-onomics: How Dating Became a Lopsided Numbers Game By Jon Birger Bibliography

• Sales Rank: #89981 in Books

• Brand: imusti

Published on: 2015-08-25Original language: English

• Number of items: 1

• Dimensions: 8.20" h x .90" w x 5.40" l, .0 pounds

• Binding: Paperback

• 224 pages

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Editorial Review

From Kirkus Reviews

"The author...provides fascinating evidence to show how and why dating and mating culture in America has changed in the 21st century."

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Review

"Think *Freakonomics* and *Moneyball* if you run across *Date-onomics*, a by-the-numbers book on dating that argues advice-givers serving up tips for women on how to a find a man have it all wrong."

-Associated Press

"Birger offers a compelling argument backed by plentiful data... Recommended, especially for singles and those who advise them."

—Library Journal

- "A fascinating look at romance and what's going on with the mating rituals of homo sapiens today. This book will surprise and enlighten you."
- —AJ Jacobs, New York Times bestselling author of The Year of Living Biblically and Drop Dead Healthy
- "Date-onomics is the Moneyball of dating. College-educated women wanting to improve their odds in today's wacky marriage 'market' will be dog-earing its pages."
- -Jean Chatzky, NBC's Today show financial editor and New York Times bestselling author
- "Birger offers a compelling answer to the question, 'Where are all the good guys?' I would have said 'Argentina.' But now I'm thinking of heading to Aspen. Read *Date-onomics* and find out why."
- -Kristin Newman, author of What I Was Doing While You Were Breeding
- "The modern single woman will share this book with her well-meaning friends and family who just can't understand why she's still single—it's not her, it's the date-onomics!"
- —Melanie Notkin, author of Savvy Auntie and Otherhood

From the Back Cover

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