



Date-onomics: How Dating Became a Lopsided Numbers Game

By Jon Birger

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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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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."

?Kirkus Review

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 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-eared 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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more deep you rooting the information that hide inside the words the more you get enthusiastic about reading it. It does not mean that this book is hard to recognise but Date-onomics: How Dating Became a Lopsided Numbers Game giving you thrill feeling of reading. The article author conveys their point in selected way that can be understood by simply anyone who read the item because the author of this e-book is well-known enough. This kind of book also makes your own personal vocabulary increase well. It is therefore easy to understand then can go together with you, both in printed or e-book style are available. We advise you for having that Date-onomics: How Dating Became a Lopsided Numbers Game instantly.

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