



# 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:**

#### **Francisca Varney:**

Do you have something that you enjoy such as book? The book lovers usually prefer to select book like comic, brief story and the biggest some may be novel. Now, why not striving *Dollars and Sex: How Economics Influences Sex and Love* that give your entertainment preference will be satisfied by means of reading this book. Reading habit all over the world can be said as the means for people to know world considerably better than how they react towards the world. It can't be explained constantly that reading habit only for the geeky man but for all of you who wants to be success person. So , for all you who want to start examining as your good habit, you may pick *Dollars and Sex: How Economics Influences Sex and Love* become your starter.

#### **Tessa Krieger:**

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book in addition to read it from now!

**Jeff Jones:**

That reserve can make you to feel relax. This book Dollars and Sex: How Economics Influences Sex and Love was multi-colored and of course has pictures on the website. As we know that book Dollars and Sex: How Economics Influences Sex and Love has many kinds or variety. Start from kids until young adults. For example Naruto or Detective Conan you can read and believe that you are the character on there. Therefore not at all of book are generally make you bored, any it makes you feel happy, fun and relax. Try to choose the best book to suit your needs and try to like reading that will.

**Harold Young:**

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