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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.

Dollars and Sex: How Economics Influences Sex and Love Details

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Author : Marina Adshade

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From Reader Review Dollars and Sex: How Economics Influences Sex and Love for online ebook

Danielle says

I was interested and curious about this book until in the first chapter when it equates the thought and economical risk analysis of a woman who was obviously date raped and left pregnant and had to get an abortion. They weigh/perceive her future choices and more cautious behaviour with drinking/partying and contextualize it as that she knows that it is a "mistake she cant afford to make again" not, oh, due to a fear of being assaulted again.

Snehil says

A book that could not hold my attention. The language was not clear and the writing was not focused. The author claimed that the use of the word Sex, helps her students to pay attention. True, that might be the reason many must have picked this book. But to keep the attention of your pupils and to satisfy their curiosity, it is important to deliver effectively all through the lecture or the book, in this case.

Andrew says

I admit, I was keen on this book the moment I saw the title (and the brilliant cover of the Canadian edition). I was even more impressed when, what seemed like a light-hearted take on the intersection between sex and cash, turned into a serious examination of relationships and money. Marina Adshade is an economist by training and has produced convincing sketches of how the costs and benefits of modern dating, hookups, marriage, and even infidelity drive our actions. Adshade is clear that she doesn't think individuals calculate earnings lost or gained before jumping into bed with each other. She does argue, however, that the aggregate actions of people show, on average, why some decisions are more common than others. Among her topics are how an outnumbered male university population drives down the cost of sex; why widespread condom use produces an increased number of pregnancies; and why polygamy may, at times, help women. Adshade writes in clear and amusing prose (there are both *double entendres* and ribald speech), and she mixes vignettes from real people's sex and love lives into her hard-headed insights into data. This is a rare great book that is also fun. The only drawback is that it publishes after Valentine's Day.

I'm on Twitter: @Dr_A_Taubman

Dar says

The author is someone I'm acquainted with, so I couldn't wait to read this book. I've previously read loads of popular economics books like Freakonomics, Naked Economics, Spousonomics and Dear Undercover Economist. Dr. Adshade is an economics professor who enticed undergraduate students with a course called The Economics of Sex and Love, and a resulting blog, Dollars and Sex. My summary is, if you think that dating, sex and marriage are no longer influenced by wealth, class and status, you are wrong!

Monique says

I flew through this book in a few days because it was both fascinating and entertaining. It explores sexual behaviour through the eyes of economics and comes to some surprising (and amusing) conclusions.

I particularly liked the part where author Marina Adshade re-writes the traditional wedding vow with humour and brutal honesty.

Read it. You will never look at your relationship choices the same way again.

Sameer Vasta says

Here's your fact for the day: there is an inverted U-shaped relationship between penis length and economic growth. Countries that have the slowest economic growth appear both on the smallest and largest end of the penis size spectrum, while the countries that have the most average, middle-of-the-road penis length have fast-growing economies.

A good statistician will tell you that this is correlation and not causation, but this "Boner Curve" an interesting fact nonetheless. It is also one of the first things you learn when you open Marina Adshade's *Dollars and Sex: How Economics Influences Sex and Love*.

Dollars and Sex: How Economics Influences Sex and Love is an apt title for a book that looks at the economics of love and sex, and Adshade's collection of stories and examples that illustrate basic economic principles is a compelling way to teach the study of market behaviors. The book takes the seemingly-boring study of economics out of the classroom and into the bedroom, and then, most importantly, right back into the lecture hall. This is not strictly an academic treatise, nor is it a titillating tale of coitus; *Dollars and Sex: How Economics Influences Sex and Love* is a primer on the basic economic principles we all should know, but have always been too bored to learn.

Over the past year, at least two dozen people have told me that I should be an economist. At first, I took this as an insult—economics doesn't have the most exciting and thrilling of reputations—but I grew to love the sentiment. As an anthropologist, the decisions we make when we interact with others fascinates me; looking at the market drivers (and other such considerations) behind those decisions has become more and more appealing over the past few years.

My newfound fascination with economics has led me to perhaps be too liberal with my talk of opportunity cost, efficiency, supply and demand, externality, and sunk cost. When I lose myself in this kind of conversation (mostly with myself, and whomever is listening before they inevitably tune out), *L* often gives me a look that reminds me that not everyone is as enthusiastic about the economy as I may be. She indulges me in my pipe dreams of quitting my job to pursue a PhD in economics, dreams that are quickly dashed when I realize that, a) I can't afford to lose my income to go back to school right now, and b) my

mathematics and statistics skills are dramatically under par for any kind of academic pursuit in anything but the liberal arts.

Books like Adshade's Dollars and Sex: How Economics Influences Sex and Love are then a perfect read for someone like me: they give me the semblance of academic rigor with the relatability of popular culture. While people may tune out if I talk about economics, everyone is always eager to talk about love and sex. A marriage (pun fully intended) of both topics satiates my appetite to go back to school, at least for now; while talking about elasticity might not be everyone's cup of tea, everyone's always eager to learn about the Boner Curve.

(Full review on I Tell Stories.)

Valerie says

The author kept inserting personal asides into my lovely math and stats book. I didn't think this one was as good as some of the other books I've read on this topic. But I am always a big fan of any book that looks at

A) what people actually do vs. what they say they do. And the author is right, online dating sites are a treasure trove of easy to access statistical information about that.

B) following the money. People don't do it consciously, but as groups we trend towards the best benefit with the least expenditure, and looking at those population trends is great fun, for us mathy marxist types.

Jared Diamond is probably the best writer on B, but I remember liking Marvin Harris, Cows, Pigs, Wars and Witches as well.

Leonidas Kaplan says

The Love Market: What You need to know about how we date, mate, marry
By Dr. Marina Adshade

Mix one part sex, love, marriage, another thousand parts statistics, and sprinkle it with some intuitive theory-crafting.

The relationship between micro and macro-economics, relative to human habits is quite interesting. Various factors such as perceived market conditions, supply and demand on a social level have strong effects on our reproductive existences.

For example, during the economic collapse, divorce rates decreased, to preserve a stable financial situation for many families.

The supply and demand factors for sex in college were interesting, when a male-to-female population difference occurs.

Then we have the statistics involved with online dating. By being provided a larger market for dating potential, relationships of higher quality have the potential to develop.

Varying data comes from marriage, which correlates heavily with education and income levels and longevity between partners. Low income individuals have a higher probability of divorcing (which correlates with lower levels of education), while vice versa for opposite side.

But then you have certain trade-off made by partners, including a wealthy male, who trades his assets, with a wealthy female whom trades her youth and beauty. This becomes more prominent in sex-tourism centric countries, or even the online marriage markets.

STD's have an interesting way of spreading, when you have 3 different types of receivers, coupled with someone who initiates sex. This includes a receiver who uses protection adamantly, a receiver who is neutral, and a receiver who prefers to avoid protection. Ultimately, 2/3 have a chance of propagating an STD if their partner is a carrier, and this will spread indefinitely.

Then we have happiness statistics, which states monogamous individuals have more sex, and are generally happier in life, than polygamous individuals. Not being on the dating market supports this statistics. Albeit, interestingly enough, women experience an orgasm 86% of the time with a new partner, compared to 50% of the time, with an existing partner.

Ultimately, an informative book on sociology, economic theory, and a bit of anthropology (history of societies). Good read for those interested in such topics.

Laura says

I thought this book was excellent. It made the relationship between the supply and demand of the genders more understandable, all the while drawing links between biology, education, earnings and so on.

However, I read the edition called "The Love Market", under Harper Collins, and the book was riddled with typos and unedited errors. Not only was this incredibly distracting, but really disappointing as well. It's difficult reading something so socially relevant when words are misspelt, punctuation is missing, fractions of a sentence are repeated as though someone ctrl+c'ed it in... maybe I'm being nitpick-y, but that was really frustrating and does not reflect well on Adshade, either.

Anandh Sundar says

In the true tradition of popular economics, this book takes the analytical approach to human relationships. Some counterintuitive but evident insights are, send your daughters to schools with fewer women so that their value on the market is more, that women prefer same ethnicity except Asian women(just google this in Asia and you realize). Don't take it too seriously, but worth a read for laughs

Deyth Banger says

"June 26, 2017 –

90.0% "Special Thanks to Blinklist"

June 26, 2017 –

60.0% ""The world of love and sex isn't merely a matter of oceanic desires and emotions. Our choices and their consequences actually make a whole lot of sense when we look at things from an economic standpoint. In fact, the logic of economics explains the otherwise mystifying world of dating, marriage and divorce.""

June 26, 2017 –

60.0% ""Each person wears similar clothes and drives similar cars. Now imagine one family begins to earn much more money. They build a fancy new house and start buying expensive new clothes and cars.""

June 26, 2017 –

60.0% ""It's not that people with an advanced degree are better able to find a perfect match; it's that people with a better education usually make more money. Financial instability tends to lead to stress, which is a well-known marriage-killer. Picture a small neighborhood where each family's house looks the same.""

June 26, 2017 –

60.0% ""Most of us probably think that love is the glue that keeps most marriages together. But money and education play big roles as well. According to a recent study conducted by economics professors Philip Oreopoulos and Kjell Salvanes, those with a postgraduate degree only have a 3-percent chance of getting divorced, while those with a high school diploma have a 16-percent chance.""

June 26, 2017 –

50.0% ""Well, yes and no. When you reduce the number of poor men and uneducated women, polygamous partnerships start to make less sense.""

June 26, 2017 –

50.0% ""The advent of a new wife might impose a psychological cost on the rich man's first wife, too, but, since each wife is economically better off than before, it's worth it. And if the rich husband is happy, everyone wins, right?""

June 26, 2017 –

50.0% ""From an economic standpoint, it makes good sense that a woman would prefer becoming the second or third wife of a wealthy man than the first and only wife of a poor man. While being an additional wife might come at a "cost," that cost is nonetheless outweighed by the benefits.""

June 26, 2017 –

50.0%

June 26, 2017 –

30.0% "And that's how they see it!

"can clearly see the laws of supply and demand in action.""

June 26, 2017 –

30.0% "Not really my notes, but still I agree with what the writer has said."

June 26, 2017 – Started Reading"

jesse says

4.25/5

Sinduja Ragunathan says

Dollars and Sex.

With a provocative title and cover, this book is not going to go unnoticed. The content within is gripping too, albeit for a different reason-- a scholastic one. Dollars and Sex looks at the institutions of sex, love, marriage, and dating through the lens of economics. Supported by research and data, Marina Adshade proposes simple economic theories to explain how we make choices in love.

The book is not for the romantic at heart--it reduces every choice to a calculation, albeit at a subconscious level. Our decisions to marry someone, have sex at a particular age, be faithful to a spouse, etc. all boil down to a cost analysis (How much do I have to lose because of the decision?).

But well, her theories mostly make sense.

The book is easy to read. The only con might be an excess of statistics. But well, this is an economist who is writing on every day economics. So what do we expect?

Will says

Very... conventional. Whenever there's something to be said about the economics, the thinking is very much towards a standard transactional model, where women have sex earlier if there are fewer men because the men have more bargaining power.

Oh, and she misunderstands life expectancy rates: "At that time, the average life expectancy at birth was thirty-seven years. If people are not going to live very long, then, as a society, you want them to get onto the serious business of reproduction as early as possible. So average life expectancy (an economic outcome) influences societal norms that govern the age at which sexual debut is acceptable."

This is not how life expectancy rate works. The large rate of infant mortality throws off the curve -- most people made it into their 50s and 60s at least. For an economist and statistician, this should be a given.

David says

I love behavioral science/economics books. Adshade's approach is to temporarily suspend moral reasoning in order to better explore how incentives and transaction costs (not necessarily money) can interpret/predict aggregate human behavior.

For example, she explores how an increasing majority of women in college has created a male buyers' market for casual sex. Because females have more competition, their costs for sex increase, while the male costs drop. Perhaps counter-intuitively, she advises parents who worry about putting their daughters in a promiscuous environment to send them to male dominated colleges. While males introduce promiscuity, the daughter will have greater bargaining power when dating.

Adshade goes on to explore the behavior economics surrounding marriage, polygamy, online dating, STDs, etc. Good stuff.
