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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.

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SubmitCancel. 0. Don Jon. In the book “Dollars and Sex” by Dr. Martina Adshade, the authors explains a number a different ways that economics are intertwined with the world of dating. She describes society as a marketplace in which we are all actively participating in and makes the argument that many of our romantic decisions can be based on core principles of economics such as supply and demand, opportunity costs and trade offs, as well as a number of different economic factors.

Dollars And Sex: How Economics Influences Sex & Love ...

Economist Marina Adshade applies economic reasoning to issues of sex and love. In her book, she converts economic theory into “sexy science” by applying

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supply and demand principles and other market forces to matters of love and libido, while illustrating the way economic theory can provide an understanding of sexual relationships.

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Dollars and Sex : How Economics Influences Sex and Love ...

Dollars and Sex How economics influences sex and love Marina Adshade, Ph.D. , teaches at the Vancouver School of Economics at the University of British Columbia.

Dollars and Sex | Psychology Today

The subject and style of Dollars and Sex challenges conventional thinking by connecting two inevitable aspects of a person's life in a way that does not seem possible. Each chapter depicts a sexual behavior that is motivated by a certain macro or micro economic principle.

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Dollars and Sex: How Economics Influences Sex and Love ...

Dollars and Sex (2013) demystifies the complex issues of sex and love by looking beyond the raging hormones and cultural mores and exploring the driving force behind most of the world's sexual trends: economics. By applying simple economic theory, we can better understand why we regard romance the way we do as well as why contemporary relationships face so many challenges.

Dollars and Sex by Marina Adshade - Blinkist

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Dr. Adshade's first book, Dollars and Sex: How Economics Influences Sex and Love, was published in the Spring of 2013. Dr. Adshade is a regular columnist with Canadian Business Magazine and has written for the Wall Street Journal, the Daily Mail (UK), the Sunday Times

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(UK) and the Globe and Mail.

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