

Adshade, Marina. Dollars and sex: how economics influences sex and love. Chronicle Books, 2013. 271p bibl index ISBN 9781452109220, \$24.95

Freakonomics, by Steven Levitt and Stephen Dubner (CH, Nov'05, 43-1689), spawned a cottage industry of books by like-minded economists who emptied their file cabinets and dusted off faded yellow class notes in hopes of duplicating those authors' fame and fortune. Some have been successful; most, not so much. In a similar search for the Holy Grail, Canadian economist Adshade (Univ. of British Columbia, Vancouver) employs a time-honored recipe for attracting students to courses: hone in on money and sex. In Dollars and Sex, the author weaves together basic economic principles--opportunity costs, supply and demand, benefits and costs, and markets--with empirical results from studies and polls in nine chapters across three broad life stages. For whatever reason(s), she has chosen to be intentionally provocative, introducing metrics such as the "Boner Index" and the "Blow Job Index." Yet with a steady stream of facts, there is not one footnote, table, or figure. One can get by with such choices in Op-Ed pieces and blogs (Adshade maintains a blog on the topic, Dollars and Sex <<http://marinaadshade.com/>>), but not in a serious volume. Complemented with a mediocre bibliography, index, and writing style, and a disjointed narrative, this book can easily elicit the response "not tonight, dear." Summing Up: Not recommended.