

**Landsburg, Steven E. More sex is safer sex: the unconventional wisdom of economics. Free Press, 2007. 275p index ISBN 9781416532217, \$26.00**

Landsburg (Univ. of Rochester), best known for *The Armchair Economist* (CH, Mar '94, 31-3884) and his "Everyday Economics" columns in *Slate* magazine (in which much of this material originated), promises at the outset that this new work is "about unconventional applications of conventional economics." And for the most part he delivers, though not without making some economists--both his enemies and his admirers (of which this reviewer is in the latter category)--wince. Landsburg is always witty, creative, and provocative. Were his case studies and issues less over-the-top, he would sacrifice little in the way of readership and be more effective in communicating to students, noneconomists, and public policy officials. But for some superb, logical, analytical approaches to reducing the spread of AIDS, explaining why the world is truly a tall person's oyster, increasing the effectiveness of charitable giving, holding elected officials more accountable for their spending habits, and encouraging jurors to do their jobs better, Landsburg is the go-to guy. He also helps explain why grocery carts have gotten bigger and how to be a more intelligent reader of daily news stories. Good chapter-by-chapter references for what are largely stand-alone essays. Summing Up: Highly recommended. General readers; all levels of undergraduate students; professionals. -  
- A. R. Sanderson, University of Chicago