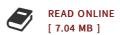




## Everything I Ever Needed to Know about Economics I Learned from Online Dating

By Paul Oyer

Harvard Business Review Press. Hardcover. Condition: New. 256 pages. Dimensions: 8.3in. x 5.7in. x 1.1in.Conquering the dating marketfrom an economists point of viewAfter more than twenty years, economist Paul Oyer found himself back on the dating scenebut what a difference a few years made. Dating was now dominated by sites like Match. com, eHarmony, and OkCupid. But Oyer had a secret weapon: economics. It turns out that dating sites are no different than the markets Oyer had spent a lifetime studying. Monster. com, eBay, and other sites where individuals come together to find a match gave Oyer startling insight into the modern dating scene. The arcane language of economicssearch, signaling, adverse selection, cheap talk, statistical discrimination, thick markets, and network externalitiesprovides a useful guide to finding a mate. Using the ideas that are central to how markets and economics and dating work, Oyer shows how you can apply these ideas to take advantage of the economics in everyday life, all around you, all the time. For all online datersand for anyone else swimming in the vast sea of the information economythis book uses Oyers own experiences, and those of millions of others, to help you navigate the key economic concepts...



## Reviews

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