everything i ever needed to know about economics i learned from online dating

#economics #online dating #behavioral economics dating #relationship market principles #dating strategies economics

Explore the surprising parallels between the complex world of economics and the everyday experience of online dating. This unique perspective uncovers fundamental economic principles, from supply and demand to behavioral economics, that are perfectly illustrated through swiping, matching, and navigating the modern relationship market.

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

Conquering the dating market—from an economist's point of view After more than twenty years, economist Paul Oyer found himself back on the dating scene—but 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 economics—search, signaling, adverse selection, cheap talk, statistical discrimination, thick markets, and network externalities—provides 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 daters—and for anyone else swimming in the vast sea of the information economy—this book uses Oyer's own experiences, and those of millions of others, to help you navigate the key economic concepts that drive the modern age.

An Economist Goes to the Game

An engaging look at the ways economic thinking can help us understand how sports work both on and off the field Are ticket scalpers good for teams? Should parents push their kids to excel at sports? Why do Koreans dominate women's golf, while Kenyans and Ethiopians dominate marathon racing? Why would Michael Jordan, the greatest player in basketball, pass to Steve Kerr for the game-winning shot? Paul Oyer shows the many ways economics permeates the world of sports. His topics range from the business of sport to how great athletes use economic thinking to outsmart their opponents to why the world's greatest sports powerhouse (at least per capita) is not America or China but the principality of Liechtenstein. Economics explains why some sports cannot stop the use of performance-enhancing drugs while others can, why hundred-million-dollar player contracts are guaranteed in baseball but not in football, how one man was able to set the world of sports betting on its ear—and why it will probably never happen again. This book is an entertaining guide to how a bit of economics can make you a better athlete and a more informed fan.

101 Things Everyone Should Know About Economics

Economics, demystified! From the collapse of housing prices to the thousand-point drops in the stock market, the past has been full of economic crises. These changes not only affect the over-all market—they can also drastically influence your personal finances and day-to-day life. In this easy-to-understand guide, Peter Sander explains how the financial system works, as well as the most important concepts, terms, and programs in economics. Using simple language, he details how the evolving climate will affect world economies—and what kind of shifts you are going to see in your finances as a result. In this updated edition, Sander also includes valuable information on: -The housing market and what it may do in the future -The impact of Obamacare on the economy -The scope of the Great Recession and how the U.S. is still struggling to recover -How to take advantage of the economy as it begins to rise again An essential guide, 101 Things Everyone Should Know about Economics, 2nd Edition helps you fully understand today's economy and shows you how to secure your financial future even as the market changes.

The Economics of Artificial Intelligence

"Amid sweeping conversations about the future of artificial intelligence and its impact on US industry and economy, one economic domain has remained relatively insulated from the discussion: health care. How is it possible that an industry so bemoaned for inefficiency and expense, an industry so large that it now makes up a quarter of the US economy, could escape the efficiency- and cost-driven disruptions of AI? How are doctor's offices still relying on fax machines in the age of driverless cars? Why is it the one industry where we'd like to see AI try some things the one that machines can't seem to infiltrate? The Economics of Artificial Intelligence: Health Care Challenges convenes contributions from health economists, physicians, philosophers, and legal scholars to identify the primary barriers to entry for AI in America's biggest industry. Across original papers and wide-ranging written responses, they find five domains of barriers: incentives; management; data availability; regulation. They also find evidence of real opportunity: AI has promise to improve outcomes and lower costs, and if paths to intervention are seized upon, improvements will follow"--

Deeper Dating

With exercises, practical tools, and inspiring stories, Deeper Dating will guide you on a journey to find the love—and personal fulfillment—you long for Lose weight. Be confident. Keep your partner guessing. At the end of the day, this soulless approach to dating doesn't lead to love but to insecurity and desperation. In Deeper Dating, Ken Page presents a new path to love. Out of his decades of work as a psychotherapist and his own personal struggle to find love, Page teaches that the greatest magnet for real love lies in our "Core Gifts"—the places of our deepest sensitivity, longing, and passion. Deeper Dating guides us to discover our own Core Gifts and empowers us to express them with courage, generosity, and discrimination in our dating life. When we do this, something miraculous happens: we begin to attract people who love us for who we are, we become more self-assured and emotionally available, and we lose our taste for relationships that chip away at our self-esteem. Without losing a pound, changing our hairstyle, or buying a single new accessory, we find healthy love moving closer . . . Deeper Dating integrates the best of human intimacy theory with timeless spiritual truths and translates them into a practical, step-by-step process.

Learning How to Learn

A surprisingly simple way for students to master any subject--based on one of the world's most popular online courses and the bestselling book A Mind for Numbers A Mind for Numbers and its wildly popular online companion course "Learning How to Learn" have empowered more than two million learners of all ages from around the world to master subjects that they once struggled with. Fans often wish they'd discovered these learning strategies earlier and ask how they can help their kids master these skills as well. Now in this new book for kids and teens, the authors reveal how to make the most of time spent studying. We all have the tools to learn what might not seem to come naturally to us at first--the secret is to understand how the brain works so we can unlock its power. This book explains: • Why sometimes letting your mind wander is an important part of the learning process • How to avoid "rut think" in order to think outside the box • Why having a poor memory can be a good thing • The value of metaphors in developing understanding • A simple, yet powerful, way to stop procrastinating Filled with illustrations, application questions, and exercises, this book makes learning easy and fun.

How to Not Die Alone

A “must-read” (The Washington Post) funny and practical guide to help you find, build, and keep the relationship of your dreams. Have you ever looked around and wondered, “Why has everyone found love except me?” You’re not the only one. Great relationships don’t just appear in our lives—they’re the culmination of a series of decisions, including whom to date, how to end it with the wrong person, and when to commit to the right one. But our brains often get in the way. We make poor decisions, which thwart us on our quest to find lasting love. Drawing from years of research, behavioral scientist turned dating coach Logan Ury reveals the hidden forces that cause those mistakes. But awareness on its own doesn’t lead to results. You have to actually change your behavior. Ury shows you how. This “simple-to-use guide” (Lori Gottlieb, New York Times bestselling author of Maybe You Should Talk to Someone) focuses on a different decision in each chapter, incorporating insights from behavioral science, original research, and real-life stories. You’ll learn: -What’s holding you back in dating (and how to break the pattern) -What really matters in a long-term partner (and what really doesn’t) -How to overcome the perils of online dating (and make the apps work for you) -How to meet more people in real life (while doing activities you love) -How to make dates fun again (so they stop feeling like job interviews) -Why “the spark” is a myth (but you’ll find love anyway) This “data-driven” (Time), step-by-step guide to relationships, complete with hands-on exercises, is designed to transform your life. How to Not Die Alone will help you find, build, and keep the relationship of your dreams.

Ghosts

INTERNATIONAL BESTSELLER • From the author of Everything I Know About Love comes a smart, sexy, laugh-out-loud romantic comedy about ex-boyfriends, imperfect parents, friends with kids, and a man who disappears the moment he says "I love you." “An absolute knock-out. Wickedly funny and, at turns, both cynical and sincere… feels like your very favorite friend.” —Taylor Jenkins Reid, author of Malibu Rising ONE OF THE BEST BOOKS OF THE YEAR: NPR, VOGUE, PEOPLE Nina Dean is not especially bothered that she's single. She owns her own apartment, she's about to publish her second book, she has a great relationship with her ex-boyfriend, and enough friends to keep her social calendar full and her hangovers plentiful. And when she downloads a dating app, she does the seemingly impossible: She meets a great guy on her first date. Max is handsome and built like a lumberjack; he has floppy blond hair and a stable job. But more surprising than anything else, Nina and Max have chemistry. Their conversations are witty and ironic, they both hate sports, they dance together like fools, they happily dig deep into the nuances of crappy music, and they create an entire universe of private jokes and chemical bliss. But when Max ghosts her, Nina is forced to deal with everything she's been trying so hard to ignore: her father's dementia is getting worse, and so is her mother's denial of it; her editor hates her new book idea; and her best friend from childhood is icing her out. Funny, tender, and eminently, movingly relatable, Ghosts is a whip-smart tale of relationships and modern life.

Randomistas

A fascinating account of how radical researchers have used experiments to overturn conventional wisdom and shaped life as we know it Experiments have consistently been used in the hard sciences, but in recent decades social scientists have adopted the practice. Randomized trials have been used to design policies to increase educational attainment, lower crime rates, elevate employment rates, and improve living standards among the poor. This book tells the stories of radical researchers who have used experiments to overturn conventional wisdom. From finding the cure for scurvy to discovering what policies really improve literacy rates, Leigh shows how randomistas have shaped life as we know it. Written in a “Gladwell-esque” style, this book provides a fascinating account of key randomized control trial studies from across the globe and the challenges that randomistas have faced in getting their studies accepted and their findings implemented. In telling these stories, Leigh draws out key lessons learned and shows the most effective way to conduct these trials.

Econ 101 1 2

Explains the economic system of the United States in everyday language and discusses the history of the economy and reasons for the current economic crisis

Economic Regulation and Its Reform

The past thirty years have witnessed a transformation of government economic intervention in broad segments of industry throughout the world. Many industries historically subject to economic price and entry controls have been largely deregulated, including natural gas, trucking, airlines, and commercial banking. However, recent concerns about market power in restructured electricity markets, airline industry instability amid chronic financial stress, and the challenges created by the repeal of the Glass-Steagall Act, which allowed commercial banks to participate in investment banking, have led to calls for renewed market intervention. Economic Regulation and Its Reform collects research by a group of distinguished scholars who explore these and other issues surrounding government economic intervention. Determining the consequences of such intervention requires a careful assessment of the costs and benefits of imperfect regulation. Moreover, government interventions may take a variety of forms, from relatively nonintrusive performance-based regulations to more aggressive antitrust and competition policies and barriers to entry. This volume introduces the key issues surrounding economic regulation, provides an assessment of the economic effects of regulatory reforms over the past three decades, and examines how these insights bear on some of today’s most significant concerns in regulatory policy.

The Undercover Economist

Harford ranges from Africa, Asia, Europe, and of course the United States to reveal how supermarkets, airlines, health care providers, and coffee chains--to name just a few--are vacuuming money from our wallets.

The Politics of Dating Apps

An examination of dating app culture in China, across user demographics--straight women, straight men, queer women, and queer men. In this exploration of dating app culture in China, Lik Sam Chan argues that these popular mobile apps are not merely a platform for personal relationships but also an emerging arena for gender and queer politics. Chan examines the opportunities dating apps present for women's empowerment and men's performances of masculinity, and he links experiences of queer dating app users with their vulnerable position as sexual minorities. He finds that dating apps are both portals to an exciting virtual world of relational possibilities and sites of power dynamics that reflect the heteronormativity and patriarchy of Chinese society.

Economics in Two Lessons

Since 1946, Henry Hazlitt's bestselling Economics in One Lesson has popularized the belief that economics can be boiled down to one simple lesson: market prices represent the true cost of everything. But one-lesson economics tells only half the story. It can explain why markets often work so well, but it can't explain why they often fail so badly--or what we should do when they stumble. Quiggin teaches both lessons, offering an introduction to the key ideas behind the successes--and failures--of free markets. He explains why market prices often fail to reflect the full cost of our choices to society as a whole. Two-lesson economics means giving up the dogmatism of laissez-faire as well as the reflexive assumption that any economic problem can be solved by government action, since the right answer often involves a mixture of market forces and government policy. But the payoff is huge: understanding how markets actually work--and what to do when they don't. This book unlocks the essential issues at the heart of any economic question. --From publisher description.

The Economics of World War I

This unique volume offers a definitive new history of European economies at war from 1914 to 1918. It studies how European economies mobilised for war, how existing economic institutions stood up under the strain, how economic development influenced outcomes and how wartime experience influenced post-war economic growth. Leading international experts provide the first systematic comparison of economies at war between 1914 and 1918 based on the best available data for Britain, Germany, France, Russia, the USA, Italy, Turkey, Austria-Hungary and the Netherlands. The editors' overview draws some stark lessons about the role of economic development, the importance of markets and the damage done by nationalism and protectionism. A companion volume to the acclaimed The Economics of World War II, this is a major contribution to our understanding of total war.

The Paradox of Choice

Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, or setting up a 401(k), everyday decisions—both big and small—have become increasingly complex due to the overwhelming abundance of choice with which we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression. In The Paradox of Choice, Barry Schwartz explains at what point choice—the hallmark of individual freedom and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how the dramatic explosion in choice—from the mundane to the profound challenges of balancing career, family, and individual needs—has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter intuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on those that are important and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

On The Economics Of Marriage

Marriage is an institution that plays a central role in most societies. As it affects decisions regarding labor supply, consumption, reproduction, and other important decisions, marriage receives considerable attention in academic circles. Much research has been done about marriage, principally by sociologists, psychologists, and anthropologists.

The Fourth Industrial Revolution

The founder and executive chairman of the World Economic Forum on how the impending technological revolution will change our lives We are on the brink of the Fourth Industrial Revolution. And this one will be unlike any other in human history. Characterized by new technologies fusing the physical, digital and biological worlds, the Fourth Industrial Revolution will impact all disciplines, economies and industries - and it will do so at an unprecedented rate. World Economic Forum data predicts that by 2025 we will see: commercial use of nanomaterials 200 times stronger than steel and a million times thinner than human hair; the first transplant of a 3D-printed liver; 10% of all cars on US roads being driverless; and much more besides. In The Fourth Industrial Revolution, Schwab outlines the key technologies driving this revolution, discusses the major impacts on governments, businesses, civil society and individuals, and offers bold ideas for what can be done to shape a better future for all.

The Future of Capitalism

From world-renowned economist Paul Collier, a candid diagnosis of the failures of capitalism and a pragmatic and realistic vision for how we can repair it Deep new rifts are tearing apart the fabric of Britain and other Western societies: thriving cities versus the provinces, the highly skilled elite versus the less educated, wealthy versus developing countries. As these divides deepen, we have lost the sense of ethical obligation to others that was crucial to the rise of post-war social democracy. So far these rifts have been answered only by the revivalist ideologies of populism and socialism, leading to the seismic upheavals of Trump, Brexit and the return of the far right in Germany. We have heard many critiques of capitalism but no one has laid out a realistic way to fix it, until now. In a passionate and polemical book, celebrated economist Paul Collier outlines brilliantly original and ethical ways of healing these rifts - economic, social and cultural - with the cool head of pragmatism, rather than the fervour of ideological revivalism. He reveals how he has personally lived across these three divides, moving from working-class Sheffield to hyper-competitive Oxford, and working between Britain and Africa, and acknowledges some of the failings of his profession. Drawing on his own solutions as well as ideas from some of the world's most distinguished social scientists, he shows us how to save capitalism from itself - and free ourselves from the intellectual baggage of the 20th century.

Basic Economics

The bestselling citizen's guide to economics Basic Economics is a citizen's guide to economics, written for those who want to understand how the economy works but have no interest in jargon or equations. Bestselling economist Thomas Sowell explains the general principles underlying different economic systems: capitalist, socialist, feudal, and so on. In readable language, he shows how to critique economic policies in terms of the incentives they create, rather than the goals they proclaim. With clear explanations of the entire field, from rent control and the rise and fall of businesses to the international balance of payments, this is the first book for anyone who wishes to understand how the economy functions. This fifth edition includes a new chapter explaining the reasons for large differences of wealth and income between nations. Drawing on lively examples from around the world and from centuries of history, Sowell explains basic economic principles for the general public in plain English.

The 48 Laws of Power

Amoral, cunning, ruthless, and instructive, this multi-million-copy New York Times bestseller is the definitive manual for anyone interested in gaining, observing, or defending against ultimate control – from the author of The Laws of Human Nature. In the book that People magazine proclaimed “beguiling” and “fascinating,” Robert Greene and Joost Elffers have distilled three thousand years of the history of power into 48 essential laws by drawing from the philosophies of Machiavelli, Sun Tzu, and Carl Von Clausewitz and also from the lives of figures ranging from Henry Kissinger to P.T. Barnum. Some laws teach the need for prudence (“Law 1: Never Outshine the Master”), others teach the value of confidence (“Law 28: Enter Action with Boldness”), and many recommend absolute self-preservation (“Law 15: Crush Your Enemy Totally”). Every law, though, has one thing in common: an interest in total domination. In a bold and arresting two-color package, The 48 Laws of Power is ideal whether your aim is conquest, self-defense, or simply to understand the rules of the game.

Facilitating Breakthrough

Making progress on complex, problematic situations requires a new approach to working together: transformative facilitation, a structured and creative process for removing the obstacles to fluid forward movement. It is becoming less straightforward for people to move forward together. They face increasing complexity and decreasing control. They need to work with more people from across more divides. In such situations, the most common ways of advancing—some people telling others what to do, or everyone just doing what they think they need to—aren't adequate. One better way is through facilitating. But the most common approaches to facilitating—bossy vertical directing from above or collegial horizontal accompanying from alongside—aren't adequate. They often leave the participants frustrated and yearning for breakthrough. This book describes a new approach: transformative facilitation. It doesn't choose either the bossy vertical or the collegial horizontal approach: it cycles back and forth between them. Rather than forcing or cajoling, the facilitator removes the obstacles that stand in the way of people contributing and connecting equitably. It enables people to bring their whole selves to the process. This book is for anyone who helps people work together to transform their situation, be it a professional facilitator, manager, consultant, coach, chairperson, organizer, mediator, stakeholder, or friend. It offers a broad and bold vision of the contribution that facilitation can make to helping people collaborate to make progress.

Matchmakers

Many of the most dynamic public companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together. Dating sites connect people with potential matches, for example, and ride-sharing apps do the same for drivers and riders. Although matchmakers have been around for millennia, they’re becoming more and more popular—and profitable—due to dramatic advances in technology, and a lot of companies that have managed to crack the code of this business model have become today’s power brokers. Don’t let the flashy successes fool you, though. Starting a matchmaker is one of the toughest business challenges, and almost everyone who tries to build one, fails. In Matchmakers, David Evans and Richard Schmalensee, two economists who were among the first to analyze multisided platforms and discover their principles, and who’ve consulted for some of the most successful platform businesses in the world, explain how matchmakers work best in practice, why they do what they do, and how entrepreneurs can improve their chances for success. Whether you’re an entrepreneur, an investor, a consumer, or an executive, your future will involve more and more multisided platforms, and Matchmakers—rich with stories from platform winners and losers—is the one book you’ll need in order to navigate this appealing but confusing world.

Maritime Economics

Now in its second edition Maritime Economics provides a valuable introduction to the organisation and workings of the global shipping industry. The author outlines the economic theory as well as many of the operational practicalities involved. Extensively revised for the new edition, the book has many clear illustrations and tables. Topics covered include: * an overview of international trade * Maritime Law * economic organisation and principles * financing ships and shipping companies * market research and forecasting.

Love, Inc.

The notion of “happily ever after” has been ingrained in many of us since childhood—meet someone, date, have the big white wedding, and enjoy your well-deserved future. But why do we buy into this idea? Is love really all we need? Author Laurie Essig invites us to flip this concept of romance on its head and see it for what it really is—an ideology that we desperately cling to as a way to cope with the fact that we believe we cannot control or affect the societal, economic, and political structures around us. From climate change to nuclear war, white nationalism to the worship of wealth and conspicuous consumption—as the future becomes seemingly less secure, Americans turn away from the public sphere and find shelter in the private. Essig argues that when we do this, we allow romance to blind us to the real work that needs to be done—building global movements that inspire a change in government policies to address economic and social inequality.

Thinking, Fast and Slow

No Marketing Blurb

The Roadside MBA

THREE TOP MBA PROFESSORS - ONE BIG ROAD TRIP Full of powerful insights about product differentiation, pricing, brand management and tactics for battling the 'Big Boys', The Roadside MBA takes the blue-chip knowledge and tactics of Wall Street, and brings them to the High Street. Paul Oyer, Michael Mazzeo and Scott Schaefer have taught thousands of MBAs at some of the world's leading business schools. While travelling back from an economics conference together they dropped into a shoe store in Maine and chatted to the staff - and quickly realized that the strategic problems faced by small businesses are just as rich and compelling as anything challenging Microsoft or General Electric. These three wise men decided to go in search of real-world case studies that illustrate the key lessons of an MBA. The result is a rollicking American road trip that is both a great introduction for business owners who haven't done an MBA, and an entertaining refresher for those who have.

The Wealth of Nations

THE MOST INFLUENTIAL BOOK ON MODERN ECONOMICS The Wealth of Nations is an economics book like no other. First published in 1776, Adam Smith's groundbreaking theories provide a recipe for national prosperity that has not been bettered since. It assumes no prior knowledge of its subject, and over 200 years on, still provides valuable lessons on the fundamentals of economics. This keepsake edition is a selected abridgement of all five books, and includes an Introduction by Tom Butler-Bowdon, drawing out lessons for the contemporary reader, a Foreword from Eamonn Butler, Director of the Adam Smith Institute, and a Preface from Dr. Razeen Sally of the London School of Economics.

Tomorrow 3.0

Munger predicts that smartphones will allow the 'transactions cost economy' to commodify excess capacity, promoting sharing instead of owning.m

I Kissed Dating Goodbye

Joshua Harris's first book, written when he was only 21, turned the Christian singles scene upside down...and people are still talking. More than 800,000 copies later, I Kissed Dating Goodbye, with its inspiring call to sincere love, real purity, and purposeful singleness, remains the benchmark for books on Christian dating. Now, for the first time since its release, the national #1 bestseller has been expanded with new content and updated for new readers. Honest and practical, it challenges cultural assumptions about relationships and provides solid, biblical alternatives to society's norm.Clear, stylish typeset, with user-friendly links to referenced Scripture.

Think Again

Instant #1 New York Times Bestseller Listed as a Times Self-Help Book of the Year Discover the critical art of rethinking: how questioning your opinions can position you for excellence at work and wisdom in life Intelligence is usually seen as the ability to think and learn, but in a rapidly changing world, the most crucial skill may be the ability to rethink and unlearn. Recent global and political changes have forced many of us to re-evaluate our opinions and decisions. Yet we often still favour the comfort of conviction over the discomfort of doubt, and prefer opinions that make us feel good, instead of ideas that make us think hard. Intelligence is no cure, and can even be a curse. The brighter we are, the blinder we can become to our own limitations. Adam Grant - Wharton's top-rated professor and #1 bestselling author - offers bold ideas and rigorous evidence to show how we can embrace the joy of being wrong, encourage others to rethink topics as wide-ranging as abortion and climate change, and build schools, workplaces, and communities of lifelong learners. You'll learn how an international debate champion wins arguments, a Black musician persuades white supremacists to abandon hate, and how a vaccine whisperer convinces anti-vaxxers to immunize their children. Think Again is an invitation to let go of stale opinions and prize mental flexibility, humility, and curiosity over foolish consistency. If knowledge is power, knowing what you don't know is wisdom.

Dataclysm

A New York Times Bestseller An audacious, irreverent investigation of human behavior—and a first look at a revolution in the making Our personal data has been used to spy on us, hire and fire us, and sell us stuff we don’t need. In Dataclysm, Christian Rudder uses it to show us who we truly are. For centuries, we’ve relied on polling or small-scale lab experiments to study human behavior. Today, a new approach is possible. As we live more of our lives online, researchers can finally observe us directly, in vast numbers, and without filters. Data scientists have become the new demographers. In this daring and original book, Rudder explains how Facebook "likes" can predict, with surprising accuracy, a person’s sexual orientation and even intelligence; how attractive women receive exponentially more interview requests; and why you must have haters to be hot. He charts the rise and fall of America’s most reviled word through Google Search and examines the new dynamics of collaborative rage on Twitter. He shows how people express themselves, both privately and publicly. What is the least Asian thing you can say? Do people bathe more in Vermont or New Jersey? What do black women think about Simon & Garfunkel? (Hint: they don’t think about Simon & Garfunkel.) Rudder also traces human migration over time, showing how groups of people move from certain small towns to the same big cities across the globe. And he grapples with the challenge of maintaining privacy in a world where these explorations are possible. Visually arresting and full of wit and insight, Dataclysm is a new way of seeing ourselves—a brilliant alchemy, in which math is made human and numbers become the narrative of our time.

All the Rules

The search for Mr. Right starts here. This simple set of dating dos and don'ts-combining The Rules and The Rules II-will teach you how to find (and keep!) a man who treats you with the respect and dignity you deserve. You are a creature unlike any other (Rule #1)-that's why you need... The Rules. Refreshingly blunt, astonishingly effective, and at times hilarious, All the Rules will lead you to where you want to be: in a healthy, committed relationship. These commonsense guidelines will help you: Lead a full, satisfying, busy life outside of romance. Accept occasional defeat and move on. Bring out the best in you and in the men you date. Whether you're eighteen or eighty, these time-tested techniques will help you find the man of your dreams.

Everything I Never Told You

'There is much here that might impress Pulitzer and Man Booker judges...Ng brilliantly depicts the destruction that parents can inflict on their children and on each other' Mark Lawson, Guardian Lydia is the favourite child of Marilyn and James Lee; a girl who inherited her mother's bright blue eyes and her father's jet-black hair. Her parents are determined that Lydia will fulfill the dreams they were unable to pursue - in Marilyn's case that her daughter become a doctor rather than a homemaker, in James's case that Lydia be popular at school, a girl with a busy social life and the centre of every party. But Lydia is under pressures that have nothing to do with growing up in 1970s small town Ohio. Her father is an American born of first-generation Chinese immigrants, and his ethnicity, and hers, make them conspicuous in any setting. When Lydia's body is found in the local lake, James is consumed by guilt and sets out on a reckless path that may destroy his marriage. Marilyn, devastated and vengeful, is determined to make someone accountable, no matter what the cost. Lydia's older brother, Nathan, is convinced that local bad boy Jack is somehow involved. But it's the youngest in the family - Hannah - who observes far more than anyone realises and who may be the only one who knows what really happened. And if you loved Everything I Never Told You, don't miss Celeste Ng's second novel Little Fires Eveywhere What readers are saying: 'Devastating...A truly tragic but devastatingly well written book' 'Ng is a true craftsman. I implore you to read this. Also my favourite ending of a novel so far this year' 'This is the best book I have read this year' 'Really enjoyed this book, deeply moving, sad and thought provoking'

Why Startups Fail

If you want your startup to succeed, you need to understand why startups fail. “Whether you’re a first-time founder or looking to bring innovation into a corporate environment, Why Startups Fail is essential reading.”—Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of The Lean Startup and The Startup Way Why do startups fail? That question caught Harvard Business School professor Tom Eisenmann by surprise when he realized he couldn’t answer it. So he launched a multiyear research project to find out. In Why Startups Fail, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. • Bad Bedfellows. Startup success is thought to rest largely on the founder’s talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. • False Starts. In following the oft-cited advice to “fail fast” and to “launch before you’re ready,” founders risk wasting time and capital on the wrong solutions. • False Promises. Success with early adopters can be misleading and give founders unwarranted confidence to expand. • Speed Traps. Despite the pressure to “get big fast,” hypergrowth can spell disaster for even the most promising ventures. • Help Wanted. Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. • Cascading Miracles. Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise—from a home-furnishings retailer to a concierge dog-walking service, from a dating app to the inventor of a sophisticated social robot, from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles—Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them. A must-read for founders at any stage of their entrepreneurial journey, Why Startups Fail is not merely a guide to preventing failure but also a roadmap charting the path to startup success.

Fair Society, Healthy Lives

"One of the world's most vaunted dating experts shows you what to text, when to text it, and why... So you can get the dates and girlfriends you deserve..." --

How to Text a Girl

“Does anyone date anymore?” Today, the authorities tell us that courtship is in crisis. But when Moira Weigel dives into the history of sex and romance in modern America, she discovers that authorities have always said this. Ever since young men and women started to go out together, older generations have scolded them: That’s not the way to find true love. The first women who made dates with strangers were often arrested for prostitution; long before “hookup culture,” there were “petting parties”; before parents worried about cell phone apps, they fretted about joyrides and “parking.” Dating is always dying. But this does not mean that love is dead. It simply changes with the economy. Dating is, and always has been, tied to work. Lines like “I’ll pick you up at six” made sense at a time when people had jobs that started and ended at fixed hours. But in an age of contract work and flextime, many of us have become sexual freelancers, more likely to text a partner “u still up?” Weaving together over one hundred years of history with scenes from the contemporary landscape, Labor of Love offers a fresh feminist perspective on how we came to date the ways we do. This isn't a guide to “getting the guy.” There are no ridiculous “rules” to follow. Instead, Weigel helps us understand how looking for love shapes who we are—and hopefully leads us closer to the happy ending that dating promises.

Labor of Love

In Love at First Site, dating coach Erika Ettin has taken her expertise—previously only available to her clients—and laid it out in an easy-to-use and exciting guide to the world of online dating. Erika shows her readers how to increase their odds for connections by marketing themselves well. Her background in economics helps her use the numbers game in her favor. It’s a simple equation: more profile views equal more dates, more dates equal a better chance at finding your match. With her tips and tricks, Erika can show you exactly how to increase your online dating odds. Erika’s advice includes pointers for choosing your best profile picture, writing a winning profile, crafting emails that catch someone’s attention, and planning the first date. Erika’s knowledge is rooted in her highly successful coaching business as well as her own experience with online dating. Questions from Erika’s clients will save you the time of wondering how to approach strange situations—they’re all in here! And tales of dating adventures from Erika herself will leave you both encouraged and entertained. Erika holds a BA in economics from Cornell University and an MBA from Georgetown University. Since launching her online dating consulting business, A Little Nudge, Erika has helped hundreds of clients in the United States and abroad find happiness. She currently lives in Washington, D.C.

Love at First Site

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada

The Great Mental Models: General Thinking Concepts