



## Sex, Drugs and Economics: An Unconventional Introduction to Economics

By Diane Coyle

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A refreshing look at economics with topics ranging from sex, drugs, arms and music to energy, movies and farming, the Internet and Aids, Diane Coyle plunges herself and the reader into some of the world's most contentious political and social issues. Diane Coyle shows how economic principles apply to headline issues in an entertaining, humane and highly intelligent way. Harvard-educated Coyle is an economist and award-winning writer specializing in business, technology and global economics.

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### Editorial Review

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Coyle, an economist, author, and journalist, sets out to explain economics as a method for thinking about any subject--marriage, sports, and even sex. She provides a checklist of rules to remember in order to think like an economist: for example, everything has a cost, things always change, supply and demand work, there is no easy profit, prices make the best incentives, people do what they want when common sense and economics conflict, and common sense is wrong. The first part of the book demonstrates that economics offers a rigorous analysis of most topics common to daily life. The next four sections are devoted to government and public policy, the changing structure of the economy, global issues, and traditional subject matter, such as growth and inflation. This is an excellent book, presenting economics as an important subject for readers with many different interests and concerns. *Mary Whaley*

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#### Review

"A fun read, it will give both the novice and the technician a great deal of food for thought." -- *Dr. Sherry Cooper, Executive Vice-President and Global Economic Strategist, Bank of Montreal Group of Companies*

"Diane Coyle delivers a most enjoyable tour and an effortless education in economics by exploring everyday subjects." -- *Peter Sutherland, Chairman, BP*

"Diane Coyle has done the best job yet of showing how economic thinking can be applied to life . . ." -- *Paul Krugman, Professor of Economics and International Trade, Princeton University*

"This is a highly engaging and remarkably literate survey of economics . . . Dr. Coyle has a rare talent . . ." -- *Andrew W. Lo, Harris & Harris Group Professor, MIT Sloan School of Management, and Director, MIT Laboratory for Financial Engineering*

#### About the Author

Diane Coyle is a consultant and columnist for The Independent. After getting her Ph.D. from Harvard, she spent a year at the U.S. Treasury. She worked in the private sector and is an economist and a writer specializing in business, technology, and global economics. She was the Economics Editor for The Independent for eight years and in 2000 was the winner of the prestigious Wincott Award for Senior Financial Journalist. She is currently Managing Director of Enlightenment Economics, a consultancy, and a Visiting Research Fellow at the London School of Economics' Center for Economic Performance. Diane has written three other books: Paradoxes of Prosperity, The Weightless World and Governing the World Economy. She lives in London with her family

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