



# **Spousonomics: Or How to Maximise Returns on the Biggest Investment of Your Life. Paula Szuchman, Jenny Anderson**

*Paula Szuchman*

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Do you and your partner bicker over trivial things, and do you find yourself thinking about how much more fun life together used to be? If the answer is 'yes' to either or both questions, it's little wonder! Relationships are complicated, and they don't come with a user's manual. Until now. Enter "Spousonomics" - a fun, original relationship guide which offers a brilliant, fresh twist to standard advice by showing how economics - that's right, economics - is the key to a happiness. For example...Comparative advantage - or why you should do the dishes. Splitting chores 50/50 is the surest path to inefficiency. Stick to what you're good at, and 'trade' relations will improve dramatically; The Laws of Supply and Demand - or how to kick-start your sex life. If having sex carries too many costs - too much time or energy - you won't do it enough. Lower your costs to get the bed springs bouncing again!; and, Moral hazard - or why your marriage is not too big to fail. If you're too forgiving there's a good chance your partner will feel that he or she can operate without consequences. Beware! \*Game Theory - or redefining the notion of 'winning'. Resolving conflict requires cooperation and strategic thinking - so start anticipating your partner's moves to get ahead of the game. Brilliantly researched and cutting through the noise of emotion and tired cliches, "Spousonomics" offers sound, practical advice that will help you to get your relationship back on track - and maximize returns on the biggest investment of your life.

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