

# CONTENTS

PREFACE TO THE AMERICAN EDITION	v
PROLOGUE	1
CHAPTER ONE	
<i>In which we climb into the world of economics and ask ourselves who Adam Smith's mother was</i>	7
CHAPTER TWO	
<i>In which we are introduced to economic man and realize that he is incredibly seductive</i>	18
CHAPTER THREE	
<i>In which it becomes apparent that economic man is not a woman</i>	29
CHAPTER FOUR	
<i>In which we see that our pact with economic man isn't turning out as we had expected</i>	42
CHAPTER FIVE	
<i>In which we add women and stir</i>	56
CHAPTER SIX	
<i>In which Las Vegas and Wall Street merge</i>	68
CHAPTER SEVEN	
<i>In which the global economy goes to hell</i>	80
CHAPTER EIGHT	
<i>In which we see that men are also not like economic man</i>	94
CHAPTER NINE	
<i>In which economic incentives aren't shown to be as uncomplicated as we might think</i>	105



CHAPTER TEN

*In which we see that you aren't selfish just because you want more money* 116

CHAPTER ELEVEN

*In which we see that a negative number is still zero* 126

CHAPTER TWELVE

*In which we all become entrepreneurs* 139

CHAPTER THIRTEEN

*In which we see that the uterus isn't a space capsule* 148

CHAPTER FOURTEEN

*In which we discover economic man's unforeseen depths and fears* 157

CHAPTER FIFTEEN

*In which we see that the greatest story of our time only has one sex* 170

CHAPTER SIXTEEN

*In which we will see that every society suffers in line with its bullshit. And we say goodbye.* 179

EPILOGUE

190

NOTES

198

BIBLIOGRAPHY

217

CREDITS

228

INDEX OF PERSONS

229