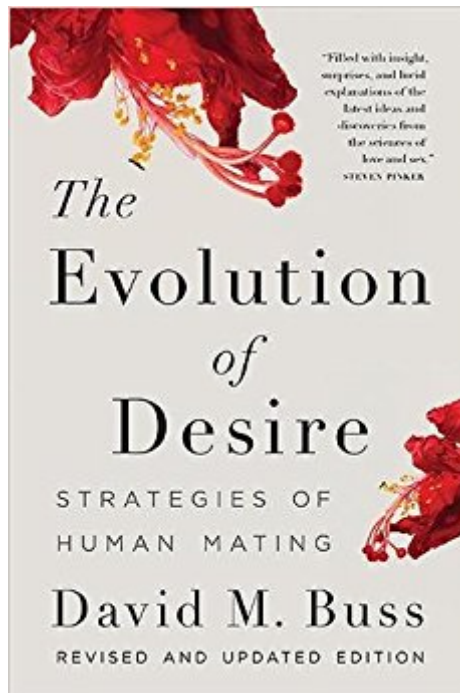


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The Evolution Of Desire: Strategies Of Human Mating



Synopsis

If we all want love, why is there so much conflict in our most cherished relationships? To answer this question we must look into our evolutionary past, argues prominent psychologist David M. Buss. Based on one of the largest studies of human mating ever undertaken, encompassing more than 10,000 people of all ages from thirty-seven cultures worldwide, *The Evolution of Desire* is the first work to present a unified theory of human mating behavior. Drawing on a wide range of examples of mating behavior—from lovebugs to elephant seals, from the Yanomamö tribe of Venezuela to online dating apps—Buss reveals what women want, what men want, and why their desires radically differ. Love has a central place in human sexual psychology, but conflict, competition, and manipulation also pervade human mating—something we must confront in order to control our own mating destiny. Fully revised and updated to reflect the very latest scientific research on human mating, this classic work of evolutionary psychology explains the powerful forces that shape our most intimate desires.

Book Information

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Customer Reviews

David M. Buss is Professor of Psychology at the University of Texas, Austin, and the author of nine books, including *Why Women Have Sex*, *The Murderer Next Door*, *The Dangerous Passion*, and the textbook *Evolutionary Psychology*, now in its fifth edition. He lives in Austin, Texas.

Essential reading for everyone interested in human behavior and human sexuality

It's universal: to find and keep love, we must give signals our desired gender of partner is looking for. Fortunately, those signals look remarkably similar the world over and can be learned. Unfortunately, if you're relying on advice and info from media, friends, culture, and family, you're probably being taught and told to do stuff that actually gets in the way of effective signal-sending--hurting rather than helping your chances. But science has come to the rescue. For instance, have you been taught to think men and women are just alike, genitals aside? Or that any differences we have must be based on upbringing and culture? Be prepared to be buried under reams of examples from science showing otherwise. Yes, we're equally intelligent and talented, and we mostly want the same things. But where there are differences in mating desires, these distinctions are worldwide, large, and hugely important, for anyone looking for love. Our thoughts evolved right along with our physical features, and men and women have evolved startlingly distinct psychologies when it comes to mating. When it comes to understanding the mating mind, Dr. David Buss' *The Evolution of Desire* is must-read stuff. The first edition was rated a "drop-dead shocker" by the Washington Post Book World, with good reason: it will forever change the way you view men, women, what we want and need from one another--and why.

This is, quite simply, the best book out there for understanding human mating psychology and sex differences in human mating psychology. It's written in clear and interesting language so it's easily understood by everybody -- you don't need to already be versed in psychology or evolutionary psychology. -Amy Alkon, science-based syndicated advice columnist and author

This book is a true breakthrough and inspiration. I read the first edition in 1995 and my entire worldview has been permanently changed as a result. Humans are animals shaped by evolutionary forces - and the mating domain is, from a Darwinian perspective, foundational to all aspects of life. This is the book that explains why. Dr. Buss' writing is crystal clear, powerful, and consistently insightful. I have made a career of studying humans from an evolutionary perspective, due in no small part to Dr. Buss' groundbreaking and inspirational work. If you want to understand what it means to be part of the natural world, this book is simply a must-read.

Very insightful and well researched, an interesting book for anyone.

You only have two goals in life from an evolutionary perspective: survival and replication. In

America, survival is a given considering welfare and other government hand-outs. Therefore, it could be argued that modern life centers almost entirely around replication efforts. You will see the world differently after reading this book.

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