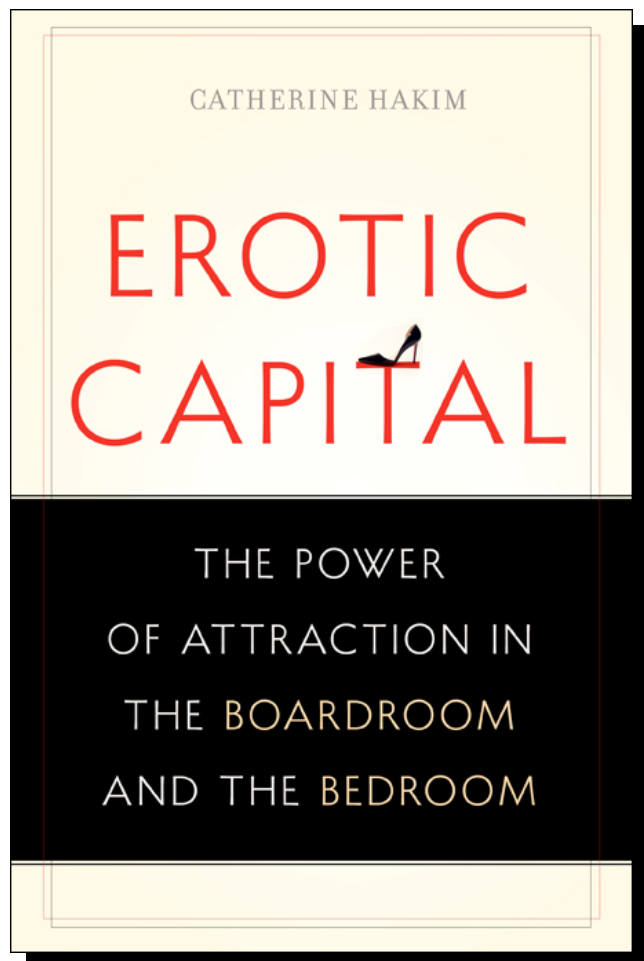


Renowned sociologist Catherine Hakim presents a controversial new theory arguing that sexual power is essential to our professional success—and should be employed without shame

EROTIC CAPITAL



ISBN 9780465027477

Hardcover ~ \$27.50 ~ 320 pages

Catherine Hakim is a sociologist and research professor at the London School of Economics. She frequently uses her expertise to contribute to media debates, and has published more than 100 papers in social science journals; her initial article on the concept of “erotic capital” appeared in the *European Sociological Review* in March 2010. She lives in London, England.

“Succeeds in marrying economics with eros.”

-*Publisher's Weekly*

In 2010, pioneering sociologist Catherine Hakim shocked the world with a provocative new theory: In addition to the three recognized personal assets (economic, cultural, and social capital), each individual has a fourth asset—“erotic capital”—that he or she can, and should, use to advance within society.

In this bold and controversial book, Hakim explores the applications and significance of erotic capital, challenging the disapproval meted out to women and men who use sex appeal to get ahead in life. Social scientists have paid little serious attention to these modes of personal empowerment, despite overwhelming evidence of their importance. In *Erotic Capital*, Hakim marshals a trove of research to show that rather than degrading those who employ it, erotic capital represents a powerful and potentially equalizing tool—one that we scorn only to our own detriment.

BASIC
BOOKS

For more information visit <http://www.eroticcaptopitalbook.com>

Available in Stores and Online Everywhere Books Are Sold