

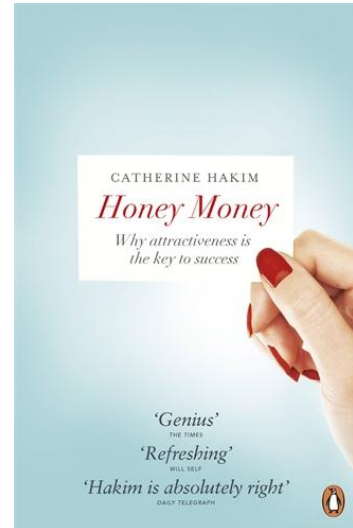


HONEY MONEY

Why attractiveness is the key to success

Catherine Hakim

Published in paperback by Penguin Press,
30 August 2012, £9.99



How men and women achieve more in the workplace and in life by exploiting their attractiveness

Michele and Barack Obama have it. Rihanna and David Beckham have it. Kate Moss and George Clooney made a career from it. 'Erotic capital' is the unacknowledged but powerful asset that counts just as much as educational qualifications for success in jobs, politics, media, sport and the arts.

Attractive people earn more, have more friends, get more cooperation and support, achieve their goals more easily, both in public and private life. Doors open for them. In this bold and controversial book, renowned sociologist Catherine Hakim reveals the power and steadily-growing importance of erotic capital in our winner-take-all society. In it she explores the applications and significance of erotic capital and challenges the disapproval meted out to women and men who use sex appeal to get ahead in the boardroom as well as the bedroom.

Hakim shows how attractiveness can be just as influential as how rich, qualified or well connected a person is. Using her compelling theory she shows how a combination of beauty and charisma helps people to win promotions, pay rises, satisfied clients, the perfect date or spouse. It helps politicians to get elected, and helps in selling products, services, ideas and policies.

Honey Money is the business-book everyone should read to learn how to develop and exploit this asset. It explains why men are more successful in making money from their good looks, and how women must abandon their anxieties about exploiting their looks, charm and style in order to achieve equal, or greater, success in the workplace as well as more power in the politics of private life.

Catherine Hakim is a pioneering social scientist and an expert on the sociology of the labour market, changing social attitudes, theories of women's employment and women's position in society.

'Armed with this book, you'll never be stuck for a furious dinner party argument again. Hakim is the most provocative and populist academic to stir feminist ire in recent years.' *Kate Spicer*

For more information on the author visit www.catherinehakim.org

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Praise for *Honey Money* and Hakim's thesis on the value of erotic capital:

'*Erotic Capital* forces us to confront a reality that human resources departments would like to ignore.... Hakim shows that attractive people do, in fact, have more lucrative careers.... Even if erotic capital isn't the most pressing management topic of the day, it is one that people like to think and talk about.' Alison Beard, *Harvard Business Review*

'Genius. It forces us to rethink the way we respond to those female traits that have for centuries been dismissed as desirable, yes, but essentially superfluous and irrelevant and perhaps even a little vulgar. In Hakim's world, knowing how to conduct oneself well in social situations is as valuable and admirable as an ability to do the *Times* crossword. It might appear that she is harking back to old-fashioned views of femininity. In fact her ideas are the most modern of modern: to show women how to reclaim these aspects of themselves rather than denying or subjugating them...clearly and convincingly argued...full of intellectual nourishment' Sarah Vine, Book of the Week, *The Times*

'Provocative and courageous' Professor Gordon Marshall, Editor, *Oxford Dictionary of Sociology*

'Quite brilliant ... a really original and interesting contribution' Professor Lord Anthony Giddens

'Ground-breaking' Corinna Honan, *Daily Mail*

'Hakim is absolutely right...her book should be read out to young girls as part of the national curriculum because it states that you can be a feminist, you can be strong and independent and clever, and you can wear a nice frock and high heels while you do this'
Bryony Gordon, *Daily Telegraph*

'This enthusiastic book...succeeds in marrying economics with eros.' *Publishers Weekly*

'We are taught that beauty is a poor cousin to brains; we are hung up about flaunting it... this book... makes one see things differently. Sitting on the tube having just finished it, I stared at all the frumpy English women and thought what a shame it was that so few of them were making anything of their erotic capital.' Lucy Kellaway, *Financial Times*

'It sounds like the common sense that's been around for centuries: make the best of yourself. And what's wrong with that?' Virginia Blackburn, *Daily Express*

'An extremely important new socioeconomic concept...Hakim's real argument is that in the modern consumer societies the ways we define success (and hence the ingredients needed to achieve it) are becoming more fluid. Intelligence may still be one path to doing well...but there's been an explosion of other routes...In marketing, public relations, television, even the law and banking, being physically attractive is the way to get ahead.' Elizabeth Day, *The Observer*

'Armed with this book, you'll never be stuck for furious dinner party argument again. Hakim is the most provocative and populist academic to stir feminist ire in recent years.' Kate Spicer, *Sunday Times* journalist

'Rarely do social theorists cause a public furor outside their ivory towers—except for Catherine Hakim.' *The Australian*

'Provocative ... controversial' *Economist*

"Poets and novelists have always sensed that sexual attractiveness is a kind of capital...But few sociologists have studied erotic capital outside the marriage market...Hakim's concept of erotic capital...offers insight into an age that has, as Philip Larkin once put it, 'burst into fulfilment's desolate attic.'" Christopher Caldwell, *Financial Times*

'There is something altogether refreshing about Hakim's spade-calling, which recalls to mind Schopenhauer's infamous remarks in his essay "On Women."...the strength of Hakim's analysis lies in the very crudeness of its metric.....Hakim is largely right about the hypocrisies implicit in contemporary feminism's attack on female "erotic capital" – and she's certainly right about patriarchal attitudes.' Will Self, Book of the Week, *The Guardian*

'Hakim provides a valuable framework for understanding the phenomenon [of erotic capital]. The attractiveness gap in earnings...suggests that investment in erotic capital is a particularly shrewd strategy for those who suffer from deficits in economic, cultural, social, and human capital...Hakim's concept of erotic capital is a useful reminder that inequality is a multidimensional phenomenon.'

Reihan Salam, *The National Review Online*

'Hakim's study of erotic capital is an unusual blend of interesting analysis of its economic and social value and provocative claims on its interpretation. Social science has rarely caused such furore.'

Professor Jacqueline Scott, University of Cambridge, and Director, ESRC Gender research programme (GeNet)

'Fascinating and innovative' Professor Magnus Henrekson, Research Institute of Industrial Economics, Stockholm

'As I read these words a great sense of relief seemed to rise from me. That explains it: erotic capital isn't just about sexy, at all. It's about those human qualities which, for politicians, are paramount. MPs know this instinctively, Hakim argues, because they've already come out on top in the 'winner-takes-all' culture of erotic capital ... *Honey Money* is genuinely thought-provoking, for the implications which arise from the fundamentally blunt nature of its argument ... Politicians reading *Honey Money* will instinctively agree with the fundamentals of its claims. So why should they not also agree with the thoroughly controversial arguments which follow from them?' Alex Stevenson politics.co.uk

'An excellent and illuminating book on an important dimension of our lives. Catherine Hakim's new ideas will shape the way social scientists and the general public think about gender relations'

Professor Peter Blossfeld, Otto-Friedrich University Bamberg and European University Institute (EUI) Florence

'Catherine Hakim has defined the missing and most important personal asset that is always present in everyday life. It was about time to discover and promote the erotic capital that lies at the centre of masculinity and femininity. It can be a great privilege and pleasure to those who score high on it, and a true misery to those with a shortage of erotic capital. It is worth cherishing and enhancing personal erotic capital.'

Professor Osmo Kontula, Helsinki