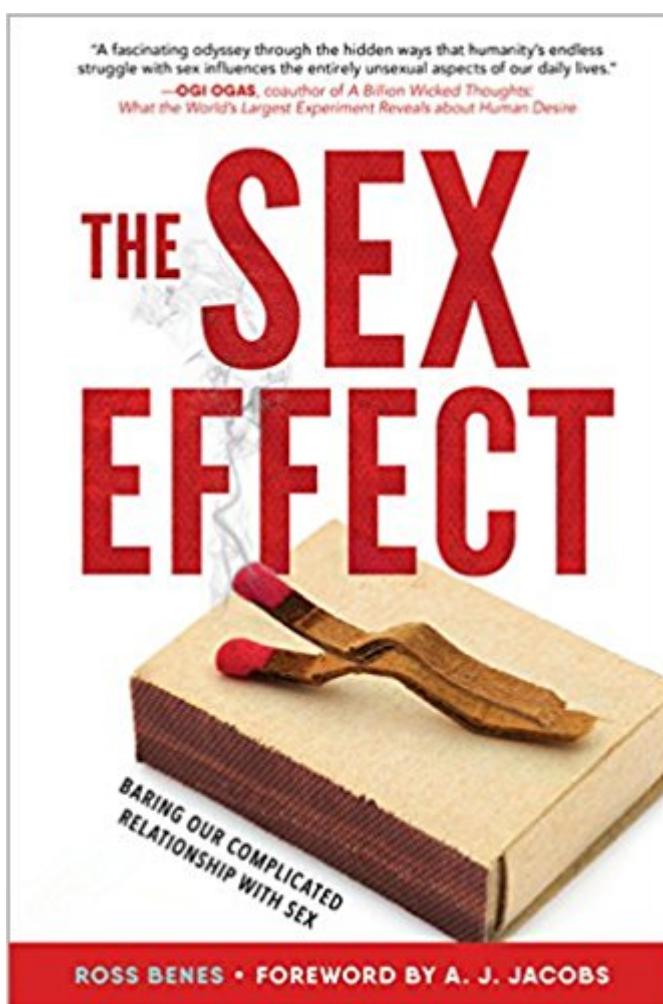


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# The Sex Effect: Baring Our Complicated Relationship With Sex



## Synopsis

A gripping exploration of the relationship between sex and our society, with a foreword by bestselling author A.J. Jacobs. Why do political leaders become entangled in so many sex scandals? How did the U.S. military inadvertently help make San Francisco a mecca of gay culture? And what was the original purpose of vibrators? Find out the answers to all these questions and more as journalist Ross Benes delves into the complicated relationship between everyday human life— including religion, politics, and technology—and our sexuality. Drawing on history, psychology, sociology, and more, *The Sex Effect* combines innovative research and analysis with captivating anecdotes to reveal just how much sex shapes our society—and what it means for us as humans as we continue to struggle with the wide-ranging effects our sexuality has on the world around us.

## Book Information

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## Customer Reviews

"The *Sex Effect* is an entertaining and well-researched exploration of the unintended consequences of our sexual misapprehensions and mythologies. Benes reminds us at every turn how persistent and pervasive is the parallax between what's true about human sexuality, and what we insist on believing about it." - Rachel Maines, author of *The Technology of Orgasm*"A thought-provoking read on a subject that would otherwise seem to have been overworked already." - Daniel Halperin, co-author of *Tinderbox*, former senior HIV prevention advisor at USAID, former faculty member of Harvard School of Public Health"Ross Benes' smart and enjoyable book takes us on a fascinating odyssey through the hidden ways that humanity's endless struggle with sex influences the entirely

unsexual aspects of our daily lives. The secret history of Graham crackers, the rise of pelvic massages by sheepish doctors, the story of military-sanctioned brothels, all are narrated with wit and unexpected insight." - Ogi Ogas, co-author of *A Billion Wicked Thoughts: What the World's Largest Experiment Reveals About Human Desire*"Benes winnows out many surprising motivations behind familiar products, and also shows how, for everyone from cereal makers to pharmaceutical companies, sometimes the best-laid plans lead to marvelous tangential results. Conversational, approachable, and credible, Benes delivers story after story that will surprise you and challenge your assumptions: Once you have read this book, I doubt you will ever eat a weasel again." - Patchen Barss, author of *The Erotic Engine*"Benes has combined history, epidemiology, anthropology, neuroscience and whatever it takes to produce a well-written, engaging, clever, highly informative book. *The Sex Effect* is a welcome respite from the usual partisan bickering and moralizing that this subject usually evokes." - Edward C. Green, former Director of the Harvard AIDS Prevention Project"In this fascinating work, buttressed with massive research from impeccable sources, Benes shows how sex and the perception of sex affect so many aspects of cultures from why we eat corn flakes to the economic influence of gay communities and more." - Richard Kimbrough, author of *History Mysteries*"The topic of sex elicits intense moral and political sentiments, so it's especially important to approach it in a clear-headed way. This book does an excellent job with that; the only preaching you'll find here is in favor of a more rational understanding of sex. Far more wide-ranging than most books about sex, it surveys the diverse and counterintuitive ways in which sex impacts society. Engaging and honest, you'll be surprised by how much you learn." - Michael Price, Brunel University psychology professor and *Psychology Today* contributor"This is a no nonsense, honest, factual and clearly exposed dialogue about human sexuality. The social constructs and interesting historical developments that shape attitudes toward masturbation, homosexuality, religious influences and scandals all come under intelligent consideration. The text is infused with sociological and psychological wisdom without ever being dogmatic and certainly never boring." - Richard Sipe, author of *A Secret World: Sexuality and the Search for Celibacy and Sex, Priests, and Power: Anatomy of a Crisis* "A witty discussion of the indirect role sex plays across political, economic, religious, and cultural landscapes...a probing, multifaceted commentary on the social science of sex and society...a book marinated in provocative assertions that are certain to instigate debate and productive discussion." - Kirkus

Ross Benes is a reporter at Digiday who previously worked for Esquire and Deadspin, where he

wrote about sex, sports, statistics, and pop culture. His work has also appeared in the Wall Street Journal, New York magazine, Rolling Stone, Adweek, Quartz, Mental Floss, Business Insider, Salon, and Slate. A native of Brainard, Nebraska, he splits time between his home state and New York.Â

Ross Benes is an incredible writer in the vein of Malcolm Gladwell. He's an exceptional researcher but it's his voice that made this book difficult to put down. Fascinating and funny -- I learned a lot too. Can't wait to read more from this young man. If you love Radiolab or This American Life type stories you'll live this book

Interesting, insightful, and fun read! Benes has gone through herculean research efforts for this book, and it shows. Even upon finishing the first chapter, I found myself thinking more about the subject material. I love nothing more than a book that inspires me to learn more after I'm finished with it!

Sex has always been complicated but in more ways than are discussed in today's society. It's long lasting effects can be seen in many facets of our lives. Benes does an astounding job at creating an awareness of the relationships and has plenty of resources for the more avid and curious readers.

An amazing read from start to finish! Ross Benes delivered a work that is not only very scholarly and fact based but also an extremely gripping read and commentary on modern culture. Buy this book and then tell your friends to as well!

Enlightening take on the world of sex, author Ross Benes shows us just how much of an influence sex has on our society. Humorously written, historically informative, The Sex Effect is a must read for 2017.

Ross Benes does a good job of voicing his research as if he were sitting there talking to you. Makes you never want to put down the book.

Benes' book dives into the effects sex has on our society and how humans have changed sex and relationships over time. There is a ton of information in this book, packed with interesting footnotes and a bibliography full of sources. If you're looking for an unbiased book on why people do what

they do for sex, this is a must-read!

A new twist on an old topic. Creatively written with plenty of interesting subjectd.

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