



## Parentonomics: An Economist Dad Looks at Parenting

By Joshua Gans

MIT Press Ltd. Paperback. Book Condition: new. BRAND NEW, Parentonomics: An Economist Dad Looks at Parenting, Joshua Gans, Like any new parent, Joshua Gans felt joy mixed with anxiety upon the birth of his first child. Who was this blanket-swaddled small person and what did she want? Unlike most parents, however, Gans is an economist, and he began to apply the tools of his trade to raising his children. He saw his new life as one big economic management problem -- and if economics helped him think about parenting, parenting illuminated certain economic principles. Parentonomics is the entertaining, enlightening, and often hilarious fruit of his "research." Incentives, Gans shows us, are as risky in parenting as in business. An older sister who is recruited to help toilet train her younger brother for a share in the reward given for each successful visit to the bathroom, for example, could give the trainee drinks of water to make the rewards more frequent. (Economics later offered another, better toilet training solution: outsourcing. For their third child, Gans and his wife put it in the hands of professionals--the day care providers.) Gans gives us the parentonomic view of delivery (if the mother shares her...



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