

hypocritical ways Western society views sexual relations between men and women. He notes, for instance, that a man who walked into a bar and asked the nearest attractive woman to have sex with him would be "slapped or publicly harangued as a pervert"—which strikes Pounder as irrational, since "sex, assuming the normal types of protection, is a far more healthy form of interaction than the consumption of alcohol and tobacco, but our society condemns the former and embraces the latter." Pounder's prose is clear and engaging throughout, and his frequently irreverent ideas about "inconsistent society norms" are not only incendiary but thought-provoking. Sometimes he oversteps, as when he claims, "Denying that the majority of men cheat is tantamount to denying that the majority of drivers speed," but even those excesses make for interesting reading. An iconoclastic, argument-starting take on the battle of the sexes. - *Kirkus Reviews*

Review

Five Stars (out of Five) **Sorry, ladies, says pornographer; men are just natural cheaters.** Men are "hard-wired" to cheat on women sexually, says pornographer Dave Pounder, who explains why in *Obscene Thoughts*. Pounder says that evolutionary biology teaches us that the hunter-gatherer ancestors of modern man had sex with as many women as possible to propagate the species—an impetus still alive in men today. Because of this, women need to accept that it is instinctive for men to seek multiple sexual partners, even when they're in a supposedly monogamous relationship. This potentially controversial stance also provides much food for thought. Pounder uses unorthodox, but logical, analogies that push buttons and also show humor amid his explicit teaching techniques. Pounder applies his expertise in economics and his insider's understanding of the porn industry to all elements of male and female relations. This includes long-term domestic partnerships and marriage. Where it might be easy to slip into a callous and jaded tone, Pounder comes across as realistic and pragmatic. That said, some readers might take offense at his casual attitude and seemingly immoral positions. Pounder addresses this with a quote from *Freakonomics*, a book by Steven Levitt and Stephen Dubner: "Morality represents the way that people would like the world to work—whereas economics represents how it actually does work." Readers who enjoy Steven Pinker's *The Better Angels of Our Nature* and Jared Diamond's *The World Until Yesterday* will be enthralled by *Obscene Thoughts*. It strips away the thin veneer of civilization and knocks humanity off the top rung of the evolutionary ladder. Sex, once again, becomes all about fecundity and continuing the species. - *Lee Gooden (ForeWord Clarion Reviews)*

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File Size: 642 KB

Print Length: 344 pages

Page Numbers Source ISBN: 1479203068

Sold by: Amazon Digital Services, Inc.

Language: English

ASIN: B00E88HIG4

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

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