



Looks: Why They Matter More Than You Ever Imagined

Gordon Patzer Ph.D.

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We all know one hard and undeniable truth: "looks matter" -- physical good looks, whether female or male, comes with tremendous power and tremendous benefits. Well-researched consequences of "physical attractiveness phenomenon" reveal that those who possess good looks are generally luckier in love, more likely to be popular, and more apt to get better grades in school. But very few of us realize just how much physical looks, whether good looks or not so good looks, affect every aspect of our lives. One example, published research document that people blessed with good looks earn about 10 per cent more than their average-looking colleagues do. They are also more likely to be promoted at work as well as get hired.

What exactly is this "physical attractiveness phenomenon" and how does it affect each and every one of us? Dr. Gordon L. Patzer has devoted more than 30 years investigating this unsettling, often discomforting, reality for both women and men, girls and boys, and how it touches every part of our lives. In "*Looks*", he reveals not only its impact on romance, but also on family dynamics, performance in school, career, courtroom proceedings, politics and government. "*Looks*" is the first book to explore how the power of beauty affects both sexes and how the rise of reality TV shows, cosmetic surgery, and celebrity culture have contributed to our culture's overall obsession with being good looking.

Unflinching and topical, "*Looks*" uncovers the sometimes ugly truth about beauty and its profound effects on all our lives.

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