

You are cordially invited to attend the 2nd Dennis and Chris Miller Speakers' Series in
Retailing and Consumer Sciences
Monday, February 18, 2008, 1:00 p.m. – 2:30 p.m.

“Evolutionary Theory & Consumption”

a seminar presentation by
Gad Saad, Ph.D.
Catalina Room, Student Union
RSVP to Annette Garcia (amgarcia@email.arizona.edu)

sponsored by
The Terry J. Lundgren Center for Retailing
and
Retailing and Consumer Sciences Graduate Program
The Norton School of Family and Consumer Sciences



Dr. Gad Saad, an evolutionary consumer psychologist, will discuss the key points of his recently released book, *The Evolutionary Bases of Consumption*. It is the first academic work to demonstrate the intricate links between evolutionary theory and consumption. The book posits that (1) numerous consumption acts can be mapped onto four Darwinian modules (survival, reproductive, kin, and reciprocity), (2) the contents of cultural products (e.g., advertising images, song lyrics and music videos, movie and television themes, self-help books, etc.) are manifestations of our evolved biological heritage, and (3) various forms of dark-side consumption (e.g., pathological gambling or compulsive buying) possess a Darwinian etiology. Dr. Saad will also discuss some of the ongoing and recently completed empirical projects within this research stream including the relationship between men's testosterone levels and conspicuous consumption, the effects of the menstrual cycle on consumption phenomena, and an exploration of sequential choice models as applied to the ultimate of all consumption choices – mate choice.

Gad Saad is an Associate Professor of Marketing at Concordia University (Montreal, Canada). He received a B.Sc. in Mathematics and Computer Science and an M.B.A. from McGill University and his M.S. and Ph.D. from Cornell University. He has published almost 40 scientific works, many of which lie at the intersection of evolutionary psychology and a broad range of disciplines including medicine (OCD and suicide), behavioral game theory, marketing, advertising, and consumer behavior.