

Looks: why they matter more than you ever imagined

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Abstrak

We all know one hard and undeniable truth: physical beauty comes with tremendous power, and tremendous benefits. Those who possess it 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 looks affect every aspect of our lives. Recent studies document that people blessed with good looks earn about 10 per cent more than their average-looking colleagues. They are also more likely to get hired and promoted at work.