Abstract: One of the fundamental themes in number theory is the incompatibility of addition and multiplication. As he did so often, Paul Erdos made a wonderfully simple conjecture which beautifully describes this incompatibility, called the Sum-Product Conjecture. Along with Endre Szemeredi, he proved a first estimate toward the conjecture in 1983. In 1997, Gyorgy Elekes introduced ideas from combinatorial geometry that made short work of the best known estimates for the Sum-Product Conjecture and since then two areas have been intimately connected. I plan on introducing the combinatorial background, surveying the bridges between the two areas, and highlighting some recent developments. The talk should be both leisurely and accessible.