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**The Man's No-Nonsense Guide to Women Now Available in Paperback****Author Marc Rudov Picks Up Endorsement from Susan Shapiro Barash**

Los Gatos, Calif., April 5, 2004—Marc H. Rudov, author of *The Man's No-Nonsense Guide to Women: How to Succeed in Romance on Planet Earth*<sup>TM</sup> (ISBN 0-9745017-1-9), announced today that his popular book is now available in paperback and ready for worldwide shipments. Formerly, it was available in eBook format. In addition, Rudov announced the endorsement of Susan Shapiro Barash, a distinguished, New York City-based professor and author of books about women's issues. Readers can learn about and purchase *The Man's No-Nonsense Guide to Women* at: <http://TheMansNoNonsenseGuideToWomen.com>.

"I am pleased at the response of readers to this groundbreaking book and happy to have endorsements from noteworthy professionals like Susan Shapiro Barash. Susan's endorsement is a powerful testimonial to the message and principles of my book. I have received orders and invitations to book signings from the major book chains, and will be announcing more about this in the coming weeks," said Author Rudov. "Despite writing this book for men about women, I am continuously amazed at the demand from women, who want to learn more about how men perceive them. And, now that the paperback is available, more men and women can discover the secrets of getting along with each other in the modern era," continued Rudov.

Susan Shapiro Barash endorsed *The Man's No-Nonsense Guide to Women* by saying: "In this timely book, Marc Rudov has uniquely captured the essential ingredients of success between men and women, and has expressed them in a lucid, entertaining manner." Barash, an established writer of nonfiction women's issue books, has appeared across the USA on television and radio programs. She is a professor of Critical Thinking/Gender Studies at Marymount Manhattan College and a member of the Women's Leadership Board at the John F. Kennedy School of Government at Harvard University, where she mentors graduate students.

Contrary to popular belief, Author Rudov maintains that men and women are from the same planet but, unfortunately, have been socialized differently and programmed for conflict. He counsels men that the *only* way to succeed with women is to remove their layers of socialized behavior and find women who have done, or are willing to do, likewise. *The Man's No-Nonsense Guide to Women: How to Succeed in Romance on*

*Planet Earth*, which is available for \$17.95 on <http://TheMansNoNonsenseGuideToWomen.com>, teaches them how. Both men and women have been buying the book and validating its principles.

The book's Website also contains a helpful advice column for men and women, *Dear No-Nonsense Advisor*, as well as Rudov's articles, radio interviews, and scheduled events.

### **About the Author**

Marc H. Rudov, an investment banker and business consultant residing in Silicon Valley, California, received his formal education in engineering and business. He obtained his *vast* informal training in relationships with women through over a decade in the dating world after his divorce. In addition to his book, Mr. Rudov wrote the articles "The Golden Rule Dictates Your Sex Life" and "Five Myths About Women."

"How to Succeed in Romance on Planet Earth" and "Life with her needn't be an endless game of chess" are trademarks of MHR Enterprises.

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