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**Author Marc Rudov to Appear on “His Side with Glenn Sacks”****Will Debate Athena Navarro about No-Nonsense vs. Traditional Valentine’s Day**

Los Gatos, Calif., February 7, 2005—Marc H. Rudov, author of *The Man’s No-Nonsense Guide to Women: How to Succeed in Romance on Planet Earth*™ (ISBN 0974501719), announced today that he will debate Athena Navarro, relationship coach to Hollywood stars, on the popular *His Side with Glenn Sacks* radio program. This show will air on Sunday, February 13, 2005, at 5PM (PT) and 8PM (ET), on WSNR 620 AM in New York City, KTIE 590 AM in E. Los Angeles/Inland Empire, and WWZN 1510 AM in Boston. Listeners in other cities and countries also can tune in via the show’s Website, <http://www.hisside.com>. Details about Rudov, his book, *The Man’s No-Nonsense Guide to Women*, and his Valentine’s Day poll, are available at his Website, <http://NoNonsenseDating.com>.

*His Side with Glenn Sacks* is a nationally syndicated men’s and fathers’ issues radio talk show, hosted by columnist and commentator Glenn Sacks, which has received extensive media attention, including coverage by *Time Magazine*, the *New York Times*, *Forbes*, *USA Today*, CNN, Fox News, CBS, NBC, ABC, the Associated Press, UPI, the *Washington Post*, the *Boston Globe*, the *Chicago Tribune*, the *New Zealand Herald*, and several hundred other media outlets. Glenn calls himself the "defender of the much-maligned American male" and opens his show pledging to defend men against the "unfair attacks and insulting stereotypes that we constantly endure," "a family-court system that is stacked against fathers," and what he calls the "modern cultural norm of 'woman is good, man is bad, woman is right, man is wrong.'"

Athena Navarro brings more than 10 years of experience to coaching relationships. She worked as an executive recruiter, before starting her own search firm, The Elitist Group, which she opened in 1999. Athena helps her clients find success in the dating world, in getting engaged and getting married, or in strengthening their marriages. Her corporate clients range from Fortune 500 companies to small, privately held companies, including entertainment studios. Her personal clients include celebrities, corporate executives, entrepreneurs, artists, and housewives. Athena’s Website is <http://www.lalovecoach.com>.

“I am thrilled to be on Glenn’s show, especially to debate Athena Navarro, who has a very different perspective on male-female relationships than I do. Glenn Sacks, through his radio program and extensive writings, provides a great and badly needed service for men everywhere,” exclaimed Mr. Rudov. He added: “With our politically correct culture and left-leaning media, it is difficult to get men’s genuine points of view into the mainstream, and Glenn has been instrumental in achieving that. So, because my book and articles are also countercultural, teaming with Glenn offers natural synergy.”

Coinciding with his appearance on *His Side with Glenn Sacks*, Author Rudov is now running a Valentine’s Day poll, asking both men and women whether they buy Valentine’s Day gifts for their mates out of pure desire or a feeling of obligation. According to Rudov: “Valentine’s Day always has been biased towards and focused on women. The TV, radio, and newspaper advertising are the biggest indicators of that. So, I decided to research how men and women really feel about this holiday. People can participate in the Valentine’s Day poll at <http://NoNonsenseDating.com>.

### **About the Book**

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* teaches them how. Both men and women have been buying the book and validating its principles.

The 137-page book (ISBN 0974501719), published by MHR Enterprises, is available for \$17.95 via Borders, Hastings, and Barnes & Noble stores, as well as Amazon.com, BN.com, BooksaMillion.com, ForbesBookClub.com, Powells.com, AtlasBooks at 800.247.6553, and <http://NoNonsenseDating.com>. The book’s Website contains a *Dear No-Nonsense Advisor* column, the *No-Nonsense Dating* online service, the NoNonsenseDating.com blog, *No-Nonsense News*, 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, with a BSEE from the University of Pittsburgh, and business, with an MBA from Boston University. He obtained his *vast* informal training in relationships with women through over a decade in the dating world after his divorce. Now remarried, Rudov is the author of *The*

*Man’s No-Nonsense Guide to Women: How to Succeed in Romance on Planet Earth.* In addition to his book, he wrote the following articles: “Romance Lessons from Tsunami Animals,” “Did You Make Your New Year’s *Revolution*?” “Can Men and Women Really Get Along?” “How Every Man Can Land His Dream Woman,” “The Golden Rule Dictates Your Sex Life,” and “Five Myths About Women.” Rudov has appeared on many national and local radio programs, and his musings can be found on FoxNews.com and MensNewsDaily.com.

“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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