

**For Immediate Release****Contact Information:**

Marc H. Rudov  
MHR Enterprises  
408.499.0115

[info@TheNoNonsenseMan.com](mailto:info@TheNoNonsenseMan.com)

**Katie Couric Irreversibly Hoists Chivalry Anchor**

Author Rudov Heralds Turning Point for Men

**Los Gatos, Calif., September 7, 2006**—Marc H. Rudov, author of *The Man's No-Nonsense Guide to Women: How to Succeed in Romance on Planet Earth*™ (ISBN 0974501719), today announces his availability for radio and TV interviews to discuss the significance to men of Katie Couric's ascendancy to the *CBS Evening News* throne. Find Rudov and his book at <http://TheNoNonsenseMan.com>.

Feminists have long complained, disingenuously, about gender disparity in the workplace. The facts, as usual, tell a different story. Allianz, the world's 16<sup>th</sup>-largest financial-services firm, recently released the results of its study showing that women will control 60% of US wealth by 2010, 33% more females than males graduate from college, and 60% of women with MBAs outearn their husbands. Now, Katie Couric, according to published reports, will earn \$15 million annually as the new anchor of *The CBS Evening News*.

According to Author Rudov, "This is a turning point for men because Katie Couric's achievement is more proof that women are equal to men and chivalry is dead. Despite tremendous educational, professional, political, financial, and athletic gains, most women still expect men to wine & dine them. Nonsense! A few days ago, Rochelle Riley, a columnist for *The Detroit Free Press*, wrote '...when Couric takes the CBS nightly news anchor chair Tuesday night—the first woman to do so alone—I'll be front and center, with my daughter, watching. And I encourage every other woman in America to do the same.' Yet, most of these women would celebrate this female milestone by walking into bars expecting men to buy them champagne." Rudov continued: "Women hypocritically tether themselves to the chivalry anchor, but Katie Couric, fortunately, has irreversibly hoisted this anchor from the shale of double standards. Ahoy, mates!"

Rudov's counter-cultural message of gender equality and dating reciprocity is resonating with men. Said Tom Leykis, host of *The Tom Leykis Show* ([www.BlowMeUpTom.com](http://www.BlowMeUpTom.com)): "I think Marc Rudov's 'Chivalry Died in the Garden of Eden' is brilliant! Don't you?" Leykis is #1 in Los Angeles's PM drivetime.

-- more --

## About the Book

Contrary to tradition, Author Rudov maintains that men and women are from the same planet but, unfortunately, have been socialized differently and programmed for conflict. *The Man's No-Nonsense Guide to Women: How to Succeed in Romance on Planet Earth* counsels each man that the *only* way to succeed with women is to remove his layers of socialized behavior and find like-minded partners.

The 137-page book (ISBN 0974501719), published by MHR Enterprises, is distributed by BookWorld and available for \$17.95 via Borders, Hastings, and Barnes & Noble stores, as well as Amazon.com and leading online booksellers around the world. Rudov's Website, <http://TheNoNonsenseMan.com>, contains details about his book, links to participating online booksellers, the *Dear No-Nonsense Advisor* column, The NoNonsense Man blog, as well as Rudov's 25 articles, podcasts, and archived radio interviews.

## About the Author

Marc H. Rudov, The NoNonsense Man™, has gained a worldwide reputation as an authority on male-female relationships, divorce, and men's rights. He is the author of *The Man's No-Nonsense Guide to Women: How to Succeed in Romance on Planet Earth*™ and 25 articles about the relationship between men and women.

Mr. Rudov is the host of the podcast series NoNonsense Territory™, which has subscribers in 40 countries. He has made guest appearances on international, national, and local radio and TV programs to discuss his no-nonsense approach to romance. Some of his musings and articles are found on MensNewsDaily.com, FoxNews.com, ABCNews.com, Univision.com, The Albany Times Union, San Antonio Express-News, New York Post, In Search of Fatherhood®, TriCity Herald, and The Christian Science Monitor.

Marc H. Rudov is an investment banker and business consultant residing in Silicon Valley (Bay Area), California, formally educated with an engineering degree from the University of Pittsburgh and an MBA from Boston University.

“How to Succeed in Romance on Planet Earth,” “Life with her needn't be an endless game of chess,” NoNonsense Man, NoNonsense Dating, and NoNonsense Territory are trademarks of MHR Enterprises.

###