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**Author Marc Rudov to Sign Books at Borders and Barnes & Noble****Recent Radio Gig with Doug Stephan and New Article Spur Book Sales**

Los Gatos, Calif., June 1, 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 0974501719), announced today that he will be discussing and signing his increasingly popular book at local Barnes & Noble and Borders bookstores, in June and July, respectively. The Barnes & Noble event, to be held in the Campbell (CA) Pruneyard store, is scheduled for Thursday, June 24, 2004, at 7:30PM. The Borders event, to be held in the Los Gatos (CA) store, is scheduled for Saturday, July 24, 2004, at 7:00PM. Details about the booksignings and book purchases are available at <http://TheMansNoNonsenseGuideToWomen.com>. The book is also available via Amazon.com, BN.com, Borders.com, selected Borders and Barnes & Noble stores, and AtlasBooks at 800.247.6553.

“I am looking forward to meeting new readers of my book at the top bookstores, Barnes & Noble and Borders,” said Mr. Rudov. He added: “Men—and women—are responding positively to my call to end antiquated gender-based nonsense between the sexes. And, the proof is in increasing book sales, spurred by my radio appearances last month. I lit up the switchboard for over an hour on Shawn Ireland’s *The Silver Lining Show*, a Saturday call-in program for divorced women, on 610 WTVN, Columbus, OH. Then, I reiterated my philosophy on the popular morning show of Doug Stephan, host of *Good Day*, which Radio America broadcasts to over 300 radio stations in 425 US markets.”

Author Rudov also announced the availability of his latest article, “How Every Man Can Land His Dream Woman.” “This article is a must-read for every man—and woman,” he opined. Continuing, he added: “A man can have a successful marriage only if he finds his dream woman. If one of every two marriages ends in divorce in this country, men are not finding their dream women. Why? Our traditional process of choosing and living with mates is obsolete and broken.” Rudov exhorts men possessing out-of-date, gender-based expectations and attitudes: “You have two choices: change or lose your youth and wealth through divorce!”

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 Amazon.com, BN.com, Borders.com, selected Borders and Barnes & Noble stores, AtlasBooks at 800.247.6553, and <http://TheMansNoNonsenseGuideToWomen.com>. 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 "How Every Man Can Land His Dream Woman," "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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