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**Author Marc Rudov to be Guest of Yolanda Gaskins on XM Satellite Radio**

Los Gatos, Calif., March 3, 2005—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 a guest of radio/TV personality, Yolanda Gaskins, on *About That Love Thing*, her national radio talkshow. The interview will air Monday, March 7, 2005, at 10PM (ET), on XM Satellite Radio (<http://www.xmradio.com>), Channel 169, and on WOL 1450 AM in Washington, DC and WOLB 1010 AM in Baltimore, MD. Details about Rudov and his book, *The Man's No-Nonsense Guide to Women*, are available at his Website, <http://NoNonsenseDating.com>.

*About That Love Thing* is a nationally broadcast call-in talkshow (call 866.801.TALK) about romance targeted to the African American audience. XM's Channel 169, *The Power*, is the first African American talk channel with the power to reach a nationwide African American audience, 24/7, covering social, political, and economic subjects.

Yolanda Gaskins is an attorney, divorce mediator, relationship strategist, and media consultant with over 15 years of both television and radio broadcast experience. A compelling and provocative storyteller who brings her progressive attitude and razor-sharp wit to each show, Yolanda has the unique ability to focus issues for her audience in a way that taps into their deepest concerns. Yolanda has anchored, hosted, and reported on CNN, Fox, NBC, ABC, and E! Entertainment Television.

Author Rudov expressed his enthusiasm about being Yolanda's guest: "I am looking forward to my discussion with Yolanda, a respected professional in this business, and to fielding questions from her national audience. Also, I am excited about my first appearance on XM Satellite Radio, a leader in the next era of broadcasting. According to the letters I receive after making media appearances, my message of no-nonsense equality and fairness between the sexes strikes a chord in the lives of so many people who are confused and frustrated about outmoded dating protocols. It's always satisfying to make a difference in this world."

### **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: "Why Men Dread Valentine's Day," "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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