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Men Collect and Shelve Women Trophies**Author Marc Rudov Blasts Unilateral Pursuit in Article About The Golden Rule**

Los Gatos, Calif., January 5, 2004—Marc H. Rudov, author of *The Man's No-Nonsense Guide to Women: How to Succeed in Romance on Planet Earth*TM (ISBN 0-9745017-0-0), has published a new article, "The Golden Rule Dictates Your Sex Life," that outlines the hazards of men unilaterally pursuing women. Basically, the traditional courting roles—man as hunter and woman as trophy—impose an unhealthy imbalance that obviates a peer relationship, which is the cornerstone of true mutual respect and a satisfying sex life. Like it or not, relationships adhere to the "Golden Rule of the Business World": *whoever has the gold makes the rules*. In a stereotypical situation, a man, by default, leads and bankrolls the courting process. Consequently, he feels ownership of the process and the woman. Notwithstanding the obvious hazards of such an arrangement, most romancers are resigned to it. The only solution, which requires that both men and women reject years of socialization, is *mutual* pursuit. A companion piece to the book, the article is available for downloading from the Media & Events page at: <http://TheMansNoNonsenseGuideToWomen.com>.

"Unilateral pursuit is an obsolete, destructive, demeaning practice for both the pursuers and the pursued, making both parties unhappy," claims Rudov. "In the classical chase, man plays the aggressor and bounty-seeker, and, by design, woman plays the target, prize, conquest, and acquired asset. This power ritual made sense when women could not vote, get credit, own property, or be president of Brown University or CEO of Xerox. But, it sure as hell doesn't make sense in our modern world. So, the woman who insists on being pursued, the passive trophy, must understand that she is yielding power to the man, who becomes the one with the gold and, therefore, the one who will and should set the rules. In professional sports, after collecting one trophy, the athlete has but one mandate: shelve it and win the next one. Men and women who play the unilateral-pursuit game always seem to experience the same phenomenon," explains Author Rudov.

Continuing, Author Rudov admonishes women: "Quite simply: If you don't want to be treated like a trophy, don't act like one. Be proactive, contribute gold, and share control." Rudov adds, "Men and women should accept only peer-based, reciprocating relationships that begin with mutual, simultaneous pursuit."

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*.

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 article "Five Myths About Women."

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