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**Author Marc Rudov Tests the Generosity of Women**

Conducts Seminal Wining/Dining Poll on His Website

**Los Gatos, Calif., March 20, 2006**—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), today announces the launch of his 2006 Wining/Dining Poll for Men & Women. The poll's objective is to test the willingness of women to buy dinners in restaurants for their men, and the eagerness of men to have women treat them. Links for men and women to vote in this wining/dining poll and details about Rudov's book, *The Man's No-Nonsense Guide to Women*, are found at <http://TheNoNonsenseMan.com>.

Traditionally, men have wined and dined women. But, as women have gained financial equality, this unilateral practice has changed and become more egalitarian. Some people like the change, some don't. Based on his observations and experiences, Author Rudov believes there are six categories of diners:

1. The man who likes it when a woman buys him dinner
2. The man who doesn't like it when a woman buys him dinner
3. The woman who likes to buy a man dinner
4. The woman who does not like to buy a man dinner and never offers
5. The woman who does not like to buy a man dinner but makes a disingenuous, fake offer—hoping he will refuse her offer
6. The woman who WOULD buy a man dinner but is afraid to offend him and never offers.

According to Author Rudov, "Believe it or not, one of the touchiest issues between men and women is who will pay for dinner in restaurants. Even though it is 2006, when women lead major corporations and fly combat missions in Iraq, men and women still experience never-ending friction, insecurity, power struggles, and resentment over who picks up the dinner tab. Because the input I get on this topic is anecdotal, I decided to conduct a formal poll, on the first day of spring, to quantify how men and women really feel about it. So, I encourage all you never-married, divorced, and widowed lovebirds to vote!"

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## 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.

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, Powells.com, and many international bookselling Websites. In addition to the podcasts and links to all bookselling Websites, <http://TheNoNonsenseMan.com> contains a *Dear No-Nonsense Advisor* column, the *No-Nonsense Dating* online service, the NoNonsenseDating.com blog, and Rudov's articles and archived radio interviews.

## About the Author

Marc H. Rudov has gained a worldwide reputation as an authority on male-female relationships 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*<sup>TM</sup> and 15 related articles, and the host of podcast series *NoNonsense Territory*<sup>TM</sup>. Rudov is a regular guest on global radio programs to discuss his no-nonsense approach to romance. His musings are found on MensNewsDaily.com, and FoxNews.com, and ABCNews.com.

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. In addition to his book, he wrote the following articles:

- "If Women Were Happy"
- "The Power of Aural Sex"
- "Love Hurts"
- "BreakUp Means BreakUp"
- "Will Women Halt the Death of Marriage?"
- "Will She Call 911 on *You*?"
- "Why Men Avoid Commitment"
- "Cellular Compatibility & Great Sex"
- "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"
- "Five Myths About Women."

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

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