



RUNNING TIME: 5.5 hours - Unabridged

CATEGORY: Self-Help

Retail	1-4001-0317-7	5 CDs	\$24.99
Library Ed.	1-4001-3317-3	5 CDs	\$49.99
MP3 CD	1-4001-5317-4	1 CDs	\$19.99

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David Zinczenko, editor-in-chief of *Men's Health* magazine, has written op-ed pieces for the *New York Times*, *Los Angeles Times*, and *USA Today*. He has made many guest appearances on *Good Morning America*, the *Today* show, CNN, and *Primetime Live*.



Ted Spiker, an assistant professor of journalism at the University of Florida, is a contributing editor to *Men's Health*. His work has appeared in *Fortune*, *O*, *The Oprah Magazine*, *InStyle*, *Sports Illustrated Women*, and *Adventure Sports*.

Winner of nine AudioFile "Earphone" awards and a prestigious APA "Audie" award, Stephen Hoyer has recorded such notable titles as, *Every Second Counts*, *The Google Story* and the *New York Times* bestseller *Rich Dad, Poor Dad*.



DAVID ZINCZENKO WITH TED SPIKER

MEN, LOVE & SEX

The Complete User's Guide for Women

Read by Stephen Hoyer

Why are men like that?

That's the question on every woman's mind, and invariably for answers they turn to... other women. Which is exactly why they need this book.

Men's Health® editor-in-chief David Zinczenko, the *New York Times* best-selling author of *The Abs Diet*, has applied his highly popular voice and insightful research methods to solving one of the great challenges of the day—helping women understand men. From the first moment they meet, through every stage of courtship to the inevitable conclusion—success or breakup—Zinczenko outlines with vivid, compassionate, and irreverent detail exactly what goes on in the minds of men and how women can use that knowledge to their advantage.

Listeners will learn:

- What makes men cheat—and the secret relationship-builder that keeps them faithful for life
- How men know in the first five minutes whether or not they want a relationship with you
- The five truths about his sexuality that a man will never reveal to his partner
- Why men really DO want to talk about the relationship—and the simple words that will lift his code of silence

With this funny and insightful guide that helps women understand the men in their lives, the authors reveal hundreds of scientifically proven and never-before-revealed secrets about men, love, and sex.

KEY POINTS/MARKETING

- Author appears regularly on *Today* and *Good Morning America*
- Bestselling author of *The Abs Diet*
- National drive-time radio satellite tour
- National author publicity, print features, and reviews
- Feature story in *Men's Health*
- National print advertising
- Viral marketing campaign to include online VidLit and BzzAgent campaign and an online teaser campaign and publicity
- Targeted promotional advertising
- Wire press release featuring results of survey

