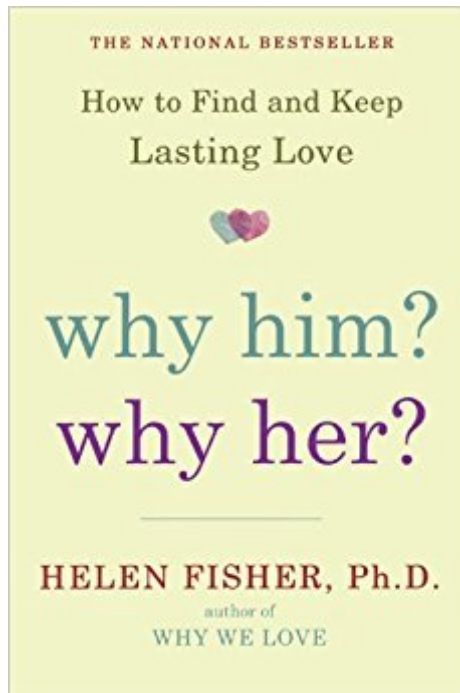




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Why Him? Why Her?: How To Find And Keep Lasting Love



Synopsis

The national bestseller that shows you how a better understanding of who you are will help you find and keep the love you want. Helen Fisher can often tell, almost instantly, the hidden strengths and weaknesses in a relationship that are likely to keep a couple together or pull them apart. The words they choose, their facial structure and body language, even their doodles and where they live give strong clues to their personality type. After three decades of studying romantic relationships, Fisher has discovered that your dominant personality type guides not only who you are but who you love. *Why Him? Why Her?* provides a new way to understand relationships, whether you're searching for one or eager to strengthen the one you have. Beginning with a scientifically developed questionnaire to determine your prevailing personality type, Fisher tells you not only what type of person you might have chemistry with but how to find them, attract them, and keep them. Once you know the personality profile of the partner you're with, you can hope to find one you can use your knowledge of how your types match up to improve your love life. More than seven million people in forty countries have learned Fisher's techniques and are using these tools to make and keep lasting romantic connections. Based on proven results, this groundbreaking book goes beyond theory to show that the complex nature of romance isn't so complicated once you truly understand yourself and others. Provocative and illuminating, Fisher's book deserves to be read by everyone looking to be loved for who they really are.

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Customer Reviews

Praise for Helen Fisher: "Fascinating.... An original and uniquely contemporary approach to a sensation that, for millennia, has been considered purely emotional." --The Washington Post on "Why We Love""A thesis with startling ramifications." --The New York Times Book Review on "Why We Love""Delightful to read, offering an abundance of fascinating facts." --The New York Times on "Anatomy of Love""Fascinating. You may already have your dream lover, but you'll want to read this for the many insights on the science of love." •The Boston Globe "Why Him? Why Her? examines how brain chemistry determines temperament and temperament dictates whom we love. [Fisher offers] a giddy, romantic notion, well worth considering." •Los Angeles Times "In times of upheaval, nothing offers safe harbor like science. That's where Helen Fisher comes in. Her research led her inside the biological mechanisms of mate choice." •TIME magazine "Fascinating.... You may already have your dream lover, but you'll want to read this for the many insights on the science of love."--The Boston Globe "Why Him? Why Her? examines how brain chemistry determines temperament and temperament dictates whom we love.... [Fisher offers] a giddy, romantic notion, well worth considering."--Los Angeles Times "In times of upheaval, nothing offers safe harbor like science. That's where Helen Fisher comes in.... Her research led her inside the biological mechanisms of mate choice."--TIME magazine

Helen Fisher, PhD, is a research professor of anthropology at Rutgers University, and the bestselling author of four previous books, two of which *The First Sex* and *Anatomy of Love* were New York Times Notable Books. She is Scientific Adviser to Chemistry.com (a division of Match.com) and lives in New York City.

Excellent book! I'm about half-way through the book and it has helped me become more clearly aware of my personality traits. This is helpful in general but the context of the book is how our personalities interact with the personalities of those we meet, date and have relationships with. However, do not assume that another person with theoretically ideal scores on the test will automatically be your ideal partner. There are 15 questions on the test for each of the four personality categories. 60 questions will only result in a general idea of who a person is. There is much more to our personalities that is not revealed. A lady friend and I have what appear to be ideal scores but we'd never get along in a relationship because of some specific personality traits. So don't blindly read the book thinking that you will easily find the perfect match. But it should be very helpful. Even though I scored highly as an "Explorer", not everything that the author writes in

describing Explorers is true of me. So, as I'm reading, I underline what I feel is true of me. A potential partner could skim through my copy of the book and get a good idea of who I am. Keep something else in mind. Although the author emphasizes a person's two highest scores, that doesn't mean that the lower two categories do not apply at all to a person. Otherwise some additional personality traits could be overlooked and they could be important aspects of a person's personality.

I think I expected to get more out of this read than I actually did. My first introduction to Helen Fisher was actually through her TEDtalk about the science and chemistry of attraction. But after reading this highly recommended book I'm left feeling as though there could have been more depth, more science and trials presented and discussed. I don't doubt Dr. Fisher's wisdom and I respect her studies but I felt like this book was written with an expectation of having an average layman's audience... which isn't particularly bad, but it just wasn't as advanced in topic. She references a lot of other sources within the book but just barely touches on them, not really giving the insight of the studies that I was hoping to receive. The science and psychology in this book is rather very light mentioning only the repetition of dopamine, serotonin, testosterone, and estrogen in relation to the four personality types -- at times they are given room to variable, but are repeated so often as characters that the traits are glossed over and come out as cliché or trope. And I get the feeling that some of the information presented is a bit dated. But in all it was a passively fun read, I can take away some small portions of knowledge after having read it. If you're not looking for something in depth, intense, or really that informative then this book will be a fun afternoon read but probably forgettable.

I bought this book to help me get a clearer idea what I am attracted to and why, and I was surprised to find that one of the personality types described in this book fits me to a T. I feel like I understand myself better now in terms of what I value and how I interact with people. I have also made about a dozen of my friends take the online quiz, and I talk about what I learned from this book quite a bit. I am disappointed I can't lend it to others though, the downside of Kindle books.

read this. man or woman, read this. it's amazing how insightful Dr Fisher is - had my coworkers take the 'quiz'... as well as most of my friends and boyfriend. very helpful in understanding that your point of view is not the only one, and how people interact out of chemistry as well as how they're born/raised.

Helen Fisher gives an interesting insight in how we unconsciously choose our partners. It is much more than sex, that connects the everlasting bonds between two people that we call love. This book is intended to all those, trying to find the appropriate partner. Fisher even holds a data bank to which you can submit. As she sets proof in several examples, the partnership-data-bank often ends up into a successful marriage. So don't give up. Join Helen Fisher

I love Helen Fisher, I've followed her speeches and got to know her while reading *Why We Love* and this new book did not disappoint. She really knows how to translate more complex biological terms into common words anyone can grasp and seriously can get you interested in science in a heartbeat. Her profound investigation mostly comprises several different theories and makes it easy to relate them to each other. I genuinely enjoyed this book and feel it would interest a lot of people who like well narrated non fiction (by this I mean the experience of reading it feels like she's telling a story that is easy to grasp).

Reading this book confirmed so many things I knew intuitively but had never before openly realized. I have a much better sense of myself and the type of partner I'm looking for. If you're online dating, or looking for love in general, this book is a must. It will focus your search, and help you identify and woo the right partner.

I have lectured about relationships and how to understand people using "Why Him? Why Her?" in my university journalism classes, ordered copies for the campus bookstore, and had students take the amazingly accurate and revealing short form online quiz. This was always a favorite part of my classes because the information is factual, amazingly accurate--and useful! While Helen Fisher's style is breezy and engaging, the author includes statistical evidence and information to make this a trusted treatise on dating, why relationships fail, and why they last. To date, I have purchased five copies of "Why Him? Why Her?", made the mistake of loaning them out, and have never seen them again--the book is THAT good!

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