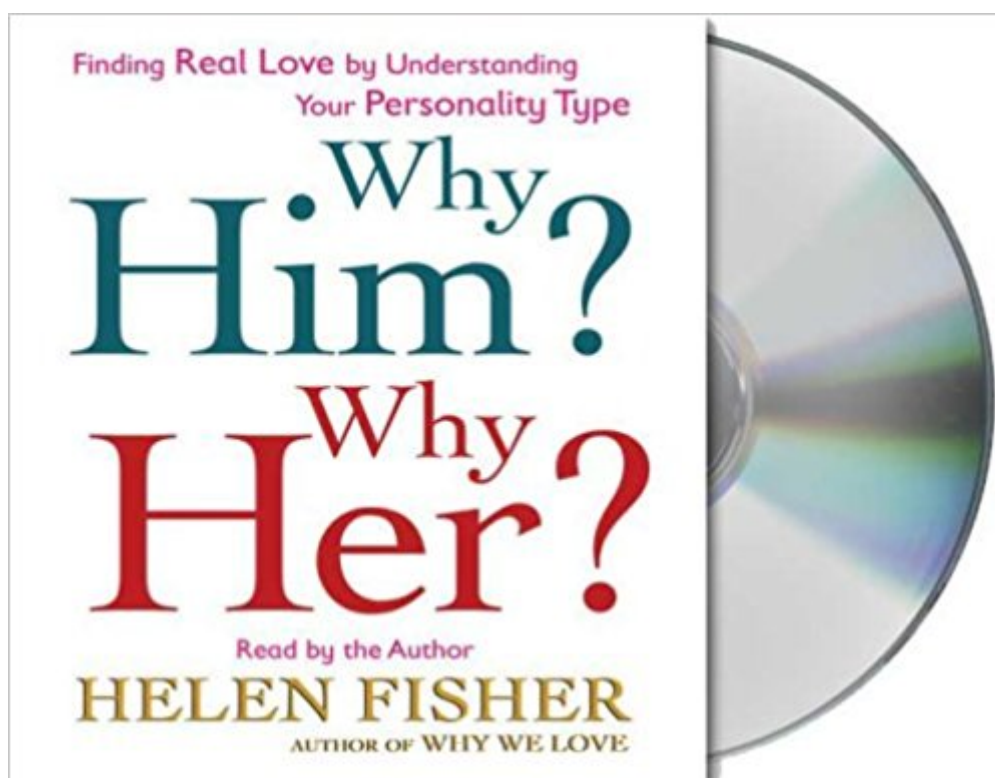


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# Why Him? Why Her?: Finding Real Love By Understanding Your Personality Type



## Synopsis

A groundbreaking book about how your personality type determines who you love. Why do you fall in love with one person rather than another? In this fascinating and informative book, Helen Fisher, one of the world's leading experts on romantic love, unlocks the hidden code of desire and attachment. Each of us, it turns out, primarily expresses one of four broad personality types—Explorer, Builder, Director, or Negotiator—and each of these types is governed by different chemical systems in the brain. Driven by this biology, we are attracted to partners who both mirror and complement our own personality type. Until now the search for love has been blind, but Fisher pulls back the curtain and reveals how we unconsciously go about finding the right match. Drawing on her unique study of 40,000 men and women, she explores each personality type in detail and shows you how to identify your own type. Then she explains why some types match up well, whereas others are problematic. (Note to Explorers: be prepared for a wild ride when you hitch your star to a fellow Explorer!) Ultimately, Fisher's investigation into the complex nature of romance and attachment leads to astonishing new insights into the essence of dating, love, and marriage. Based on entirely new research—including a detailed questionnaire completed by five million people in thirty-three countries—*Why Him? Why Her?* will change your understanding of why you love him (or her) and help you use nature's chemistry to find and keep your life partner.

## Book Information

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## Customer Reviews

"Helen Fisher's latest research follows years of experiments analysing the nature of love." Metro

"Engrossing, entertaining." - Praise for 'Anatomy of Love' Publishers Weekly "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 "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 "Fascinating... You may already have your dream lover, but you'll want to read this for the many insights on the science of love." Boston Globe --This text refers to an out of print or unavailable edition of this title.

Helen Fisher, Ph.D., one of the world's leading experts on the nature of romantic love and attachment, is the chief scientific adviser to Chemistry.com, a division of Match.com. She is the author of four previous books, two of which •The First Sex and The Anatomy of Love• were New York Times Notable Books. A research professor of anthropology at Rutgers University, she 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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