

and women never forget

Men and women ARE different . . . and this book from the founder of gender medicine uncovers the neuroscientific reasons behind age-old disputes between men and women, while providing a groundbreaking, authoritative, and reader-friendly guide to resolving these differences

Why won't he ask for directions? Why does she always want to talk about the relationship? Why can't he see that something is bothering her? * But perhaps the biggest questions *Why Men Never Remember and Women Never Forget* resolves are: Why is it so hard for men and women to understand each other . . . and what can we do about it?

According to Dr. Marianne Legato, an internationally recognized expert in gender-specific medicine, male and female brains are chemically and structurally different. And scientists are now finding out how these differences cause us to approach problems and experience the world in such dissimilar ways.

So how do we bridge this physiological gap? Dr. Legato provides strategies and tips for learning to "think" like the other sex in order to get past our differences—and offers smart advice for dealing with issues wherever they arise. This trailblazing book will enable readers to understand each other—in both personal and professional relationships—like never before.

MARIANNE J. LEGATO, MD, FACP, is a professor of clinical medicine at Columbia University, where she founded and heads the Partnership for Gender-Specific Medicine. One of the world's foremost experts on gender medicine and winner of many awards for her work, she is the author of *The Female Heart*, *What Women Need to Know*, and *Eve's Rib*.

*The answers: testosterone, oxytocin, and men don't read facial expressions or interpret visual cues as well as women.

MARKETING

- First serial in *Prevention*
- National media out of New York
- 20-city drive-time radio tour
- Print feature campaign to women's, men's, science, and lifestyle editors
- Internet media campaign
- Promoted on Prevention.com

1-57954-897-0
978-1-57954-897-1

Hardcover / \$24.95

\$32.95 Can.

Self-Help

6" x 9"

304 pages

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