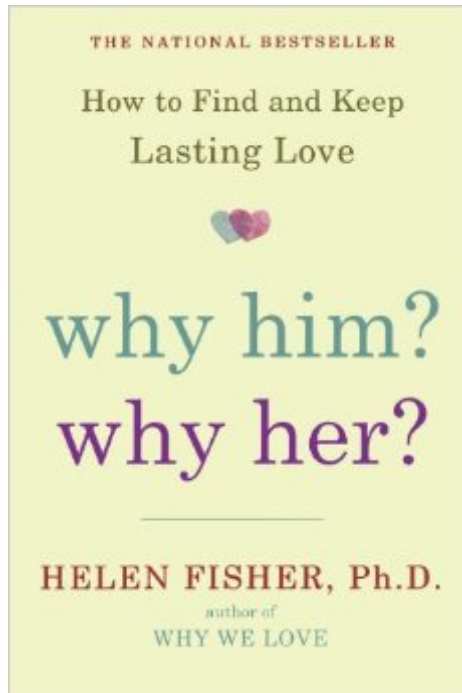


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# Why Him? Why Her?: How To Find And Keep Lasting Love



## 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 or hope to find, 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.

## Book Information

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## Customer Reviews

Is it legitimate to put forth yet another work on personality types? After all, there are the

Myers-Briggs Type Indicator and the Keirsey Temperaments takes on personality. However, perhaps those formulations did not sink in given the ongoing precarious state of relationships. In this book, the author has constructed a credible model of personality, even if similar to others, which is related to brain chemistry, though that may be the most controversial aspect of her model. Much of the author's supporting data for her model comes from her work with dating services based on responses from thousands. She defines four basic personality temperaments or traits that exist in all individuals with one being dominant and another secondary. Characteristic of Explorers is tendencies for novelty, enthusiasm, risk-taking, spontaneity, irreverence, adventure, etc. Dopamine is associated with Explorers. Builders are conventional, calm, moral, rule-based, respectful of authority, somewhat cautious, loyal, etc. Serotonin is the chemical that is most closely associated with Builders. Directors are analytical, logical, self-controlled, independent, somewhat competitive, decisive, etc. Testosterone dominates in Directors. Negotiators are very social, intuitive, sympathetic, idealistic, tolerant, agreeable, etc. The author claims that it is estrogen that enables both men and women to have enhanced holistic thinking capability. There seems to be no assertions that one personality is better than another or that such personalities are associated with levels of intelligence. The author strongly suggests that, if accurately assessed, that these four traits go a long ways toward predicting both attraction and aversion.

What would happen if, when stressed, rather than adopt the defense mechanism of projecting blame and motives onto others we don't know well, we could see the cards they've been dealt or the four clearly described personality types in this book? Regardless of location, we could spot: EXPLORERS (due to dopamine), BUILDERS (serotonin), DIRECTORS (testosterone) and NEGOTIATORS (estrogen). The author points out that the theory of four types, in one form or another, has been around for quite some time: sanguine, phlegmatic, choleric, melancholic (Galen) hedone, proprietaire, dialogike, ethikos (Aristotle) artistic, sensible, reasoning, intuitive (Plato) blood, phlegm, yellow bile, black bile (Hippocrates) manic, depressive, aggressive, oversensitive (Kretschmer) Her chapter titles for these types are: Drink Life to the Lees, A Pillar of Society, Always the Stars, The Philosopher King. She is very positive and educational in describing these types and I don't think many people will be turned off by her treatment of them. She includes many nice one liners and quotes as well as a mini autobiography of a famous person for each type. The second half of the book addresses the question posed as the title of the book. She reports that all types can be very happy with any type and that there are dozens of factors from the "nurture" side that are involved in mate selection but from the "nature" side there appears to be a

tendency for Explorers to want to be with other Explorers ("play mates"), for Builders to want to be with other Builders ("help mates"), both reflecting like attracts like and birds of a feather, for Directors to want to be with Negotiators and vice versa reflecting how opposites attract.

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