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LAWS OF THE JUNGLE: DATING FOR WOMEN OVER 40

Toronto, Ontario, June 1, 2007.....How many frogs does a woman have to kiss before she finds a Prince? This book is for the 20 million single women over 40 in Canada and the United States who are looking for a loving relationship with a good man. Unfortunately for them, there simply aren't enough men to go around. At age 40 to 49, there are ten single men their own age for every twelve women. By the time they are in their sixties, there are almost three times as many single women as men!

Laws of the Jungle: Dating for Women Over 40 is a practical book for women who want to beat the odds and find the man of their dreams! Many women tend to think of men as just less evolved versions of themselves. But psychological research into human behavior has shown that men and women are basically different at a fundamental level due to the way they evolved over eons. Many women do not understand how men think. They don't realize just how differently men approach dating and relationships, and keep struggling against nature. **Laws of the Jungle: Dating for Women Over 40** shows women how to use nature to increase their chances of finding a wonderful man.

The book is written by a dynamite duo: **Gloria MacDonald**, President of Perfect Partners, The Personal Relationship Executive Search Firm, and **Thelma Beam**, Psychotherapist and Principal of Mind Meld Consulting Inc. In her role as Matchmaker, Gloria MacDonald has matched over 1500 couples. She's heard the stories: the good, the bad and the ugly from both men's and women's perspectives. Thelma Beam is in private psychotherapy practice, helping men and women with relationship issues: those who want to be in relationships but aren't, those who are in unhappy relationships, and those recovering from relationship disasters. She understands how men and women think about love and sex.

Laws of the Jungle: Dating for Women Over 40 explores the following questions:

- What are the Seven Attitudes of Highly Successful Daters?
- What are your chances in terms of the demographics?
- What do your criteria for Prince Charming cost you?
- What types of women are in the best position to find their perfect man, and which are not?
- What are men looking for in a woman, and how can you use this knowledge to your advantage?
- How do women sabotage their chances of finding love?
- Where do you find the single men?
- What should you do and not do on your date? A step-by-step guide to modern dating protocol.
- Why should you learn to flirt?
- To have sex or not to have sex with him? Delving into the male psychology and avoiding traps that may hurt you.
- How do you know if you've found Mr. Right? Here's a way to test for compatibility.

It's time to stop kissing frogs and find that Prince!