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New Dating Book From Sellers Publishing Examines ***Why Does He Do That? Why Does She Do That?***

SOUTH PORTLAND, Maine, February 24, 2012—Since the beginning of time, women have questioned why men do what they do ("Why does he withdraw when I talk about the future?" "Why is he so controlling?" "Why does he feel threatened if I make more money than he does?"). And men have done the same about women ("Why the silent treatment?" "Why doesn't she want to have sex as much as I do?" "Am I still supposed to open doors for her or will she feel insulted?"). No matter how "evolved" we are, there are things we still just don't get about the opposite sex.

Enter relationship experts, psychologist Paula Bloom and psychiatrist Reef Karim. In "***Why Does He Do That? Why Does She Do That?***", they help readers understand the differences between men and women and show how they can build loving, long lasting relationships. In a lively, no holds barred style, Dr. Reef and Dr. Paula reveal what everyone really needs to know about such hot button topics as: what to do (and what not to do) on a first date, why men pull away from intimacy, why women like "bad boys," why men forget special occasions, and why communication is critical to the health of a relationship.

What's unique about this book is that it presents two perspectives – the male and female points of view – to help readers understand why men and women do what they do. In addition, the authors explore how family influences a person's dating habits and they show how self knowledge is as important as understanding the opposite gender. Filled with self assessment questions and surprising insights, this book picks up where *He's Just Not That Into You* leaves off. "***Why Does He Do That? Why Does She Do That?***" is the perfect roadmap to better, more satisfying dates.

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Dr. Paula Bloom is a clinical psychologist who has appeared on HLN's *Nancy Grace*, *CNN*, *CNN International*, *CNN en Espanol*, and on Dr. Sanjay Gupta's show on the CNN Accent Health network. Dr. Bloom lives in Atlanta.

Dr. Reef Karim, a leader and pioneer in the fields of mental health, addiction, and relationship therapy, has appeared on *Oprah*, *Larry King Live*, *Anderson Cooper 360*, *The TODAY Show*, *Good Morning America*, *Dr. Phil*, *Dateline*, *Nightline*, and *Chelsea Lately*. He has been featured as an expert in *Cosmo*, *Us Weekly*, and was voted one of *PEOPLE* magazine's "sexiest men alive." Dr. Karim lives in Los Angeles.

"Why Does He Do That?" "Why Does She Do That?" is a 5.5" x 8.5", 224 page, paperback book that will be published April 2012, and will retail for \$15.95. It will be available in bookstores and gift shops nationwide and through Sellers Publishing's Web site, www.sellerspublishing.com.

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