

**Why Men & Women  
Are North & South Poles**  
*How To Deal With It*

**Pinaki Ghosh**

*Copyright: Pinaki Ghosh*

# *Contents*

<b>Contents</b>	<b>3</b>
<b>1. Men And Women: North and South Pole?</b>	<b>7</b>
✓ Popping Differences	
✓ What Men Say	
✓ What Women Say	
✓ Biological differences that are logical	
✓ Equality and similarity are different stories, dude	
<b>2. The Main Differences Lie On The Top, Not Below</b>	<b>20</b>
✓ How It All Began: Our Hunter Forefather Theory	
✓ The Master Kitchen called the brain cooks different food for man and woman	
✓ Test your brain for its sex	
✓ Results and score	
<b>3. Sex, lies and you</b>	<b>43</b>
✓ Why's sex a goodie	
✓ Do men crave for multiple partners?	
✓ What about women? Are they more faithful with sex than men?	
✓ Who has the greater desire for sex; men or women?	
✓ Why odd couples exist and how male and female sex drives differ	

- ✓ Why men stare at women and why they get caught by their partners
- ✓ What women want in men, what men want in women
- ✓ Male fantasies: why men love to see their partners in fancy lingerie
- ✓ Why men often fail to satisfy their partners in bed
- ✓ What excites him; what stimulates her
- ✓ Why men become dumb during sex
- ✓ Monthly fluctuations

#### **4. Mapping Further Differences 76**

- ✓ Take this test (time: 3 mins)
- ✓ Correct answers
- ✓ Spatial skills in men and women
- ✓ Why the hell is this difference? What's the science behind?
- ✓ Career map of guys and gals show this difference too
- ✓ Maps and women
- ✓ Women and parking
- ✓ Why men like shooting at targets
- ✓ Why boys like gadgets
- ✓ So, what next?

#### **5. Speak Out, Man! (Are Men Dumb?) 96**

- ✓ Men can't catch signals, they have poor antennas

- ✓ Men are poor talkers...they are always at a loss of words
- ✓ Why men are like that (dumb...I mean)
- ✓ The language that men understand
- ✓ Men understand one thing at a time
- ✓ More talkable facts at a glance
- ✓ Men hear less as well
- ✓ The medicine that works to switch a man into action

#### **6. Why His Attitude And Thinking Differs From Her's 119**

- ✓ Why men and women divorce
- ✓ Why men dominate the remote control, why they read newspapers
- ✓ Why men don't show emotions
- ✓ Why men hate shopping
- ✓ Why men dislike their criticism or to be pointed out that they are wrong
- ✓ Why men are morons in finding their things
- ✓ Eating out
- ✓ Who's talking what

#### **7. Love and Marriage: Different Approach 131**

- ✓ Opposites attract?
- ✓ Men don't fall in love with their bosses; women do
- ✓ Eight personality qualities that win women like magic

- ✓ Seven Qualities that win men like magic

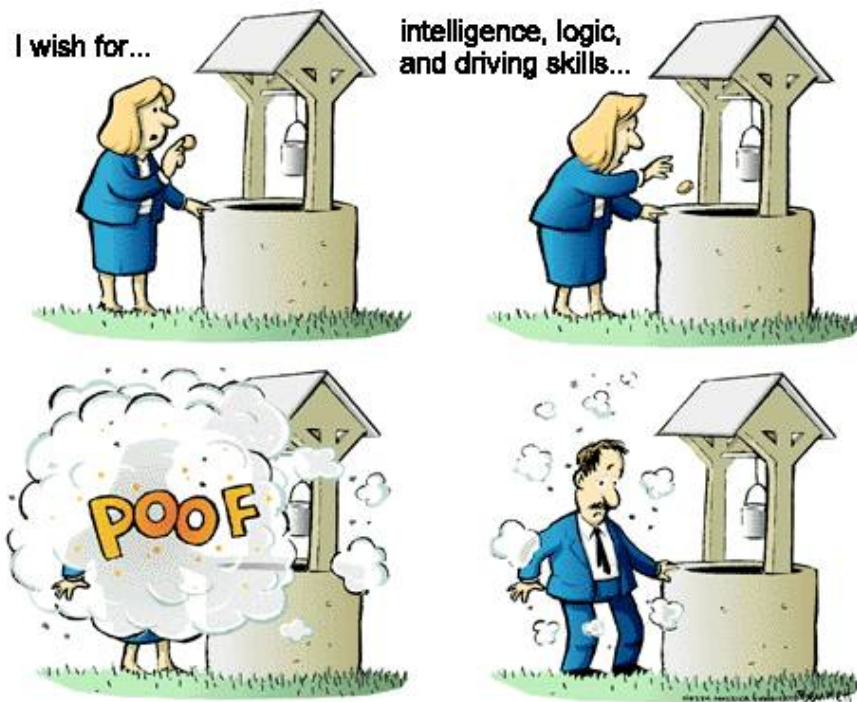
## **Appendix 1**

**142**

- ✓ Men's rules
- ✓ Women's rules

## CHAPTER 1

# *Men And Women: North and South Pole?*



### **Popping Differences**

Sooner or later boys find out that girls are different from them. But it takes them another 30 years or more to realize that the difference is not merely what pops out from their bodies. There

*Why Men & Women Are North & South Poles; How To Deal With It*

are more discreet, mental differences than the eye-popping physical differences.

Almost everyone opine that men and women are equal in every way (whoever doesn't is stared at by others as if he is a *Taliban*); yet most of them doubt what they say. It is the biggest open secret that the similarities in men and women are as rare as a refrigerator in an igloo. A man who has no difference with a woman is probably gay, and a woman who is much like a man is almost undoubtedly lesbian. So, the idealistic view that men and women are equal is a popular myth that everyone says, but does not believe.

This book does not try to find out and declare which sex is the smarter or better of the two; because I don't want feminists or radical-men-groups campaigning against me outside my house as I being 'sexist'. Speaking more seriously, it is truly not possible to label any sex as 'better' or 'smarter'; rather, what I will do in this book is, point out the differences that exist between men and women, analyze why they do, and try finding a solution in many cases for better handling the problems arising out of these differences.



*Why Men & Women Are North & South Poles; How To Deal With It*

Timothy believes he is smarter than his wife Barbara, but he is clueless how his wifey dear always catches him on the wrong foot whenever his eyes stray away at flashing smiles, leggy legs and peeping contours on the road, or at shopping plazas. He often doubts whether she has eyes fitted on all sides of her head like bees and flies. He has even tried cool, dark sunglasses to camouflage his eyes from her, but in vain; she would still elbow him whenever his head would turn even 5 degrees towards attractive bodies. It is again tougher than solving a calculus problem for Timothy to figure out how his wife with such hyper-sensitive eyesight could never see large trash cans glaring at her while driving the car on reverse gear (and turning turtle the trash-cans), or fail to understand the map unless turned to the direction they are heading.

Joe is not a professor of Mathematics, neither a computer programming guru; yet running a humble music store, his ability of oral mathematical calculations even before the teller machine, startles his wife Lillian. The same Joe when it comes to simple multitasks, like warming the food and changing the baby's diaper at the same time, ends up either burning the food, or his fingers. Lillian wonders how the same person can have such sharp mathematical puzzle solving ability as well as such poor multitasking capability. It's still a mystery to her.

Such mysteries are abounding with men and women. They are dissimilar as well as with their own peculiarities. Before we move directly into analyzing exactly where men and women differ (Oh come on...I am referring to the differences besides the obvious bodily differences), let's take a quick glance on the lighter side through what popularly men and women say about each-other.

## **What Men Say**

- Married men live longer than single men, but married men are a lot more willing to die.
- A woman marries a man expecting him to change, and he doesn't. A man marries a woman expecting her not to change and she does.
- A woman has the last word in any argument. Anything a man says after that is the beginning of a new argument.
- Women never have anything to wear. Don't question the racks of clothes in the closet; you 'just don't understand'.



*Why Men & Women Are North & South Poles; How To Deal With It*

- Women need to cry. And they won't do it alone unless they know you can hear them.
- Women will always ask questions that have no right answer, in an effort to trap you into feeling guilty.
- If a man goes on a seven-day trip, he'll pack five days worth of clothes and will wear some things twice; if a woman goes on a seven-day trip she'll pack 21 outfits because she doesn't know what she'll feel like wearing each day.
- Women love to talk on the phone. A woman can visit her girlfriend for two weeks, and upon returning home, she will call the same friend and they will talk for two hours.
- Women love to talk. Silence intimidates them and they feel a need to fill it, even if they have nothing to say.
- Women cannot use a map without turning the map to correspond to the direction that they are heading.
- The most embarrassing thing for women is to find another woman wearing the same dress at a formal party. You don't hear men say, 'Oh-my-GOD, there's another man wearing a black tux, get me out of here!'
- Women love cats. Men say they love cats, but when women aren't looking, men kick cats.

*Why Men & Women Are North & South Poles; How To Deal With It*

- Bachelors should be heavily taxed. It's not fair that some men should be happier than others.

- Q: If your dog is barking at the back door and your wife is yelling at the front door, who do you let in first?

*A: The Dog of course...at least he'll shut up after you let him in!*

- A man is walking down a beach, and accidentally kicks a bottle out of the sand. He opens the bottle, and a genie appears. The genie said, "I am so grateful to get out of that bottle that I will grant you one wish. I can only grant one." The man thought for a while and finally said, "I have always wanted to go to Hawaii. I've never been able to go because airplanes are much too frightening for me and boats make me seasick. So I wish for a road to be built from here to Hawaii." The genie thought for a few minutes and said, "No, I can't do it. Imagine all the work involved. All the piling to hold up the highway needed and all the pavement. Ask for something else." "Well," the man said. "I would like to be able to understand women. What makes them laugh and cry, why are they temperamental, why are they so difficult to get along with. Basically, what makes them tick." The genie considered this for a

couple of minutes and said, "So, do you want that road two lanes or four?"

- Eleven people were clinging precariously to a wildly swinging rope suspended from a crumbling outcropping on Mount Everest. Ten were female, one was a male. As a group they decided that one of the party should let go. If that didn't happen the rope would break and everyone would perish. For an agonizing few moments no one volunteered. Finally the male gave a truly touching speech saying he would sacrifice himself to save the lives of the others. The females applauded.

## **What Women Say**

- Why do men need instant replay on TV for sports?  
*Because within 30 seconds they forget what happened.*
- What does a man think when a woman arranges a candlelight dinner?  
*He thinks there is a power failure.*



*Why Men & Women Are North & South Poles; How To Deal With It*

- What is the difference between men and women?  
*A woman wants one man to satisfy her every need. A man wants every woman to satisfy his one need.*
- What is the meaning of "Man-woman 50/50" relationship?  
*Women cook, men eat; women clean, men dirty; women iron, men wrinkle.*
- How do men exercise on the beach?  
*By sucking in their stomachs every time they see a bikini.*
- How do you keep a man from reading his wife's e-mails?  
*The wife should rename the mail folder "Instruction Manuals".*
- How does a man show he's planning for the future?  
*He buys two cases of beer instead of one.*
- What do you call a handcuffed man?  
*Trustworthy.*
- What should you give a man who has everything?  
*A woman to show him how to work it.*
- Why do men whistle when they're sitting on the toilet?  
*Because it helps them remember which end they need to wipe.*

*Why Men & Women Are North & South Poles; How To Deal With It*

- Why do only 10% of men make it to heaven?  
*Because if they all went, it would be Hell.*
- What do you instantly know about a well-dressed man?  
*His wife is good at picking out clothes.*
- What has eight arms and an IQ of 60?  
*Four men watching a football game.*
- What's a man's definition of a romantic evening?  
*Sex.*
- What's the smartest thing a man can say?  
*"My wife says..."*
- Why are all dumb blonde jokes one liners?  
*So men can understand them.*
- Why can't men get mad cow disease?  
*Because they're all pigs.*
- Why did God create man before woman?  
*Because you're always supposed to have a rough draft before creating your masterpiece.*
- Why do men like smart women?  
*Opposites attract.*
- Why is it difficult to find men who are sensitive, caring and good looking?  
*They all already have boyfriends.*

## **Biological differences that are logical**

Though feminists and women's rights activists shout slogans about man-woman equality and burn effigies of chauvinist, headstrong men, they cannot (and do not) disagree to the logically true fact that men and women are biologically a lot different. Dr. Paul Popenoe, founder of the American Institute of Family Relations in Los Angeles, (who spent his best years in researching the biological differences between the sexes) has observed a number of biological differences between men and women. A quick take on his findings (look dude, these findings are the general trend, and may not necessarily be true in your case, so no grumbling if it is not true in your case):

- Women live longer than men (boys are naughtier; they die earlier), probably owing to their unique chromosome makeup. Normally, women live three or four years more than men.
- Men are 7% to 8% taller and larger than women on an average (does not mean tall wives of short husbands do not exist; I said this is the general trend).
- Woman's metabolism is normally lower than man's. Phew!



*Why Men & Women Are North & South Poles; How To Deal With It*

- Men and women differ in skeletal structure, women having a shorter head, broader face, less protruding chin, shorter legs, and longer trunk. (Ever felt dazed about how archeological scientists determine the sex of old skeletons dug up from inside the earth? By seeing these features!)
- Women have larger kidneys, liver, stomach, and appendix than men, but smaller lungs.
- Women have several unique and important functions: menstruation, pregnancy, lactation. Women's hormones are of a different type and more numerous than men's. (Can we call that 'dis-harmony of hormones'?)
- Women's thyroids are larger and more active. They enlarge during pregnancy and menstruation; make women more prone to goiter; provide resistance to cold; is associated with her smooth-skinned, relatively hairless body and thick layer of subcutaneous fat (that explains why boys are in general hairy, and some boys are even hairy like bears).
- Women's blood contain more water and 20 percent fewer red blood cells. Since the red blood cells supply oxygen to the body cells, women tire more easily and are more prone to faint. When the working day in

British factories was increased from ten to twelve hours under wartime conditions, accidents increased 150% among women but not at all among men.

- On the average, men possess 50 percent more brute strength than woman (40% of a man's body weight is muscle compared to 23% of a woman's. That explains why you don't see too many muscular, body-builder women.).
- Woman's heart beats more rapidly (average 80 beats per minute vs. 72 for man). Woman's blood pressure (10 points lower than man's) varies from minute to minute, but she has less tendency toward high blood pressure—at least until after menopause.
- Woman's breathing power is significantly lower than man's. So, bigger bosoms do not necessarily accommodate bigger lungs.
- Woman withstands high temperatures better than man because her metabolism slows down less.

## **Equality and similarity are different stories, dude**

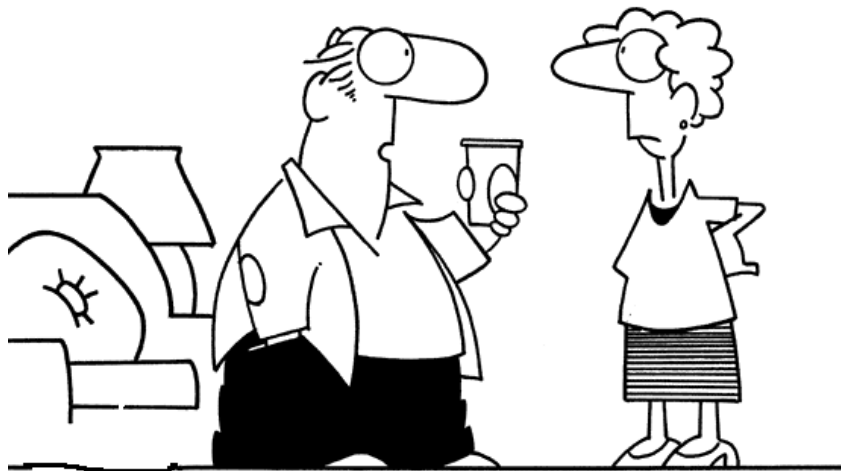
I can see some readers with a fixed little frown after reading this far. Hey dude, do you think I am a sexist, and writing this

*Why Men & Women Are North & South Poles; How To Deal With It*

book to exaggerate the differences between men and women? Like most people get confused over butter and margarine, I can see many of the readers getting confused over *equality* of the sexes and *similarity* of the sexes. Yes, I do strongly believe men and women should get *equal* opportunities on the platform of their career. But *similarity* of sexes is a different story altogether. Men and women are as similar as the lines of two different palms. We are here to figure out where the differences lie, how they started and what can be done about them.

## CHAPTER 2

# *The Main Differences Lie On The Top, Not Below*



**“So I forgot my wedding vows! You expect me to remember a conversation we had 25 years ago???”**

### **How It All Began: Our Hunter Forefather Theory**

If you have loved movies about Jurassic age and lost worlds, here is your cup of tea coming up. Though this section may

*Why Men & Women Are North & South Poles; How To Deal With It*

seem a bit of an exaggeration of facts and may appear as if I am going overboard to find explanations of why things occur, the reality is that various scientists studying the difference-patterns of man and woman trace these differences to very early days of mankind. The days when men lived in caves and jungles, hundreds of thousands of years ago.

Those days were very unlike today; no emails; no finding excuses for arriving late to office; no teenagers impressing their girlfriends by taking them on motorbike rides. People lived in small communities, and it was the men who went out to find food. Women stayed back looking after children. Men were hunters and builders. They developed their hunting skills over hundreds and thousands of years. They evolved with several permanent changes within themselves, some of which are physical; some are mental...within the setup of the brain. Since males were the He-men in the community, and were the fighters; they evolved with muscle-structures like Arnold Schwarzenegger. They developed built-in telescopes within themselves...their eyes; which evolved as factory-set tools for looking at long distances. They emerged as the bigger and taller sex, in order to reach out for fruits from the trees and maybe...flowers for their beloved. They always felt the urgency to increase the size of their tribe or family quickly, to

better defend themselves from outer attacks. A bigger family stood better chance of defending themselves. Men thus had multiple partners (hmmm...). Women were tender, caring, and with more refined feelings, since they cared for children and the family. Many of the behaviors and instincts of modern man and woman can be traced back to the early behaviors of our hunter forefathers that were passed down through generations. These instincts over the years became part of the permanent changes in the brain.

So, the differences between men and women, that we are mostly aware of, may lie below; but the differences that outnumber them are those that lie above... inside our brains.

### **The Master Kitchen called the brain cooks different food for man and woman**



You can say there is an Italian chef present inside the male brain, and an Indian chef in the female counterpart; cooking totally different goodies. Ever wondered why men lower the television volume when

*Why Men & Women Are North & South Poles; How To Deal With It*

they talk on the phone, and women discuss their sex life with their close friends? Have you seen it happening the other way? Have you seen helicopters taxing on the runway, or kebabs being used as pizza toppings? No? Doesn't happen that way, does it? Likewise, certain male instincts are never expected of women, and vice versa.

There really are big gaping differences between the male and female brain, says Simon Baron-Cohen, director of the Autism Research Centre, Cambridge University, who suggests that, indisputably, on an average male and female minds are of different character. Men tend to be better at analyzing systems (better systemizers), while women tend to be better at reading the emotions of other people (better empathizers). Baron-Cohen opines that this distinction arises from biology, rather than culture.

**Cell numbers:** men have 4% more brain cells than women, and about 100 grams more of brain tissue. Doesn't however mean that men are 4% more clever.

**Cellular connections:** even though men have more brain cells, it is reported that women have more dendritic connections between brain cells.

**Corpus collosum size:** it is reported that a woman's brain has a larger corpus collusum, which means women can transfer data between the right and left hemisphere faster than men. Men tend to be more left brained, while women have greater access to both sides.

**Language:** for men, language is most often just in the dominant hemisphere (usually the left side), but a larger number of women seem to be able to use both sides of the brain for language. This gives women a clear advantage. If a woman has a stroke or



injury in the left front side of the brain, she may still retain some language from the right front side. Men who have the same left sided damage are less likely to recover as fully. No wonder men are so lazy to talk, compared to women.

**Limbic size:** bonding/nesting instincts - current research has demonstrated that females, on average, have a larger deep limbic system than males. This gives females several advantages and disadvantages. Due to the larger deep limbic brain women are more in touch with their feelings, they are generally better able to express their feelings than men.

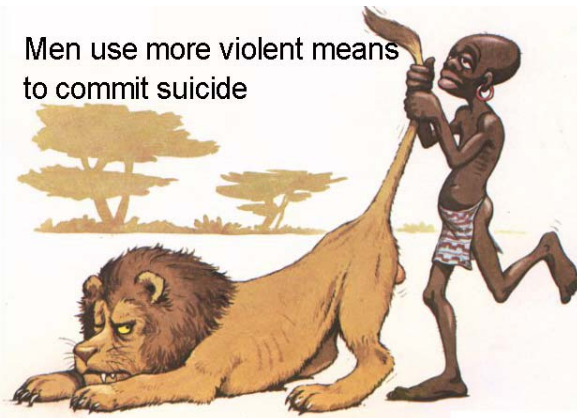


*Why Men & Women Are North & South Poles; How To Deal With It*

Explains why men hopelessly fail to prove their emotional richness. Women have an increased ability to bond and be connected to others (which is why women are the primary caretakers for children - there is almost no society on earth where men are primary caretakers for children). Females have a more acute sense of smell, which is likely to have developed from an evolutionary need for the mother to recognize her young. Yes, mothers could sniff their young. Having a larger deep limbic system leaves a female somewhat more at risk of depression, especially at times of significant hormonal changes such as the onset of puberty, before menses, after the birth of a child and at menopause. Women attempt suicide three times more than men.

Yet, men kill themselves three times more than women, in part, because they use more violent means of killing themselves

**Men use more violent means to commit suicide**



(women tend to use overdoses with pills while men tend to either shoot or hang themselves) and men are generally less

*Why Men & Women Are North & South Poles; How To Deal With It*

connected to others than are women. Disconnection from others increases the risk of successful suicides.

Research-author Michael Gurian also agrees that the male and female brain operate very differently from one another, and that our hormones dictate much of our behavior, both physically and emotionally.

Recent research has demonstrated, through MRI and PET scans of the brain that, men and women's brains function very differently. For example, when processing emotions, far more areas of the brain were active and lit up on the screen in women's brains than in men's. The female brain has 15% more blood flow than the male brain with more neural pathways connecting different parts of the brain, simultaneously engaging parts of the brain that are not stimulated in the case of men.

One of the most rocking differences appear in the way men and women estimate time, judge speed of things, carry out mental mathematical calculations, orient in space and visualize objects in three dimensions, etc. In all these tasks, men are far better equipped than women. Did you wonder why there are many more male mathematicians, accountants, airplane pilots, air

*Why Men & Women Are North & South Poles; How To Deal With It*

traffic controllers, mechanical engineers, architects and race car drivers than female ones? Well, now you know.

Do I see the female readers frowning? Relax! Women on the other hand will beat the men-squad ten-nil in human emotions, recognizing emotional overtones in others; emotional and artistic expressiveness, aesthetic appreciation, verbal language and carrying out detailed and pre-planned tasks. For example, women generally can recall lists of words or paragraphs of text better than men. Now that's why one has to tie a knot in men's hanky or write down the names of items when one wishes them to buy something; else they mess up forgetting the name of the 4<sup>th</sup> item in a list of 4 items.

---

*Women on the other hand  
will beat the men-squad ten-nil  
in human emotions.*

---

Men are more capable of estimation of time, judgment of speed of things, carry out mental mathematical calculations, orient in space and visualize objects in three dimensions, etc including mechanical design, measurement, direction, abstraction and

manipulation of physical objects, while women are more verbally skilled than men. The corpus callosum, a bundle of nerves connecting the right and left hemispheres of the brain, is 25% smaller in men, making it more difficult for men to make language out of their experience. In fact, studies show that men use about half the amount of words that women do. Women love to talk about their emotions, while for most men, talking about their emotions is often difficult and even stressful as evidenced by an increase in the stress hormone cortisol when engaged in this activity.

---

*Studies show that men use about half the  
amount of words that women do.*

---

In women, the secretion by the hypothalamus of the hormones serotonin and oxytocin is greater than in men. Serotonin calms us down. Men tend to react to an apparent threat with a physical response, maybe by banging something or knocking something down; while women will try to talk themselves out of a stressful situation. Lower levels of serotonin and oxytocin in men also result men not hearing everything, affecting communication. Men also possess less aural neurons so loud noises don't bother them as much as they do women. Women

*Why Men & Women Are North & South Poles; How To Deal With It*

cover their ears more often than men when they hear a loud bang. So, men not only need boosters to talk, but also to hear.

Oxytocin is the bonding chemical. The higher the level of oxytocin, the more empathic and less aggressive the individual will be. Oxytocin also links the verbal centers in the brain and stimulates a nurturing response with others. Higher levels of oxytocin in women enable them to be good mothers and respond to the emotional needs of their spouse, children and friends.

During sex the increase in oxytocin causes a woman to cling intensely with her partner, creating romantic attachment. About the only time a man experiences a surge of oxytocin is during orgasm which allows him to bond with his partner as well. However, after orgasm, a man's oxytocin levels return to their normally low levels, while the woman's levels remain consistently higher than the man's. This is why a man may be obliged to say, "I love you" during sex, but may not feel like saying it much afterwards when the woman is longing to hear these words so much. He might become busy with the remote control by then.

How disgusting, don't you think?

*A man may be obliged to say,  
“I love you” during sex, but may not  
feel like saying it much afterwards  
when the woman is longing to hear  
these words so much.*

---

Men have different bonding strategies than women. In general, men choose a physical activity such as participating in sports, playing poker or hunting. This again can be traced back to the actions of our hunter forefathers. For women, sharing their experiences verbally helps them to bond with others.

The hippocampus is the memory center of the brain and is larger in women than in men. There are also more neural pathways from the hippocampus to the emotive centers in the female brain. Women tend to remember more physical and emotional details of an experience which may be linked to the primal need for these abilities in childrearing, while men did not need to remember such things to hunt or build.

*Why Men & Women Are North & South Poles; How To Deal With It*

A woman's brain doesn't rest from stress the way a man's does. A University of Pennsylvania study showed that men's brains go to sleep more often than women when stressed. The male brain can take a nap in front of the TV or engage in a physical activity to switch focus from a distressing event or emotion. When a man's brain is at rest, more neural transmissions occur in the brain stem, the home of the fight or flight response. It is fascinating to note that brain scans of couples in love show a highly active cingulated gyrus in both sexes.

Mamma's boys are less romantic. Another important quality of a male brain is in his ability to have a healthy romantic relationship is the successful biological and psychological separation from his mother. A headstrong interfering mother who doesn't allow her son to individuate as a self-reliant man will cause her son to fear enmeshment in relationships with women and resist commitment. Women are also influenced by their relationship with their fathers. Often girls want their partners to be constituted in the model of their dad and fear to be distanced from their partner, since she was afraid of being distanced from her dad during her childhood.

---

*Mamma's boys are less romantic.*

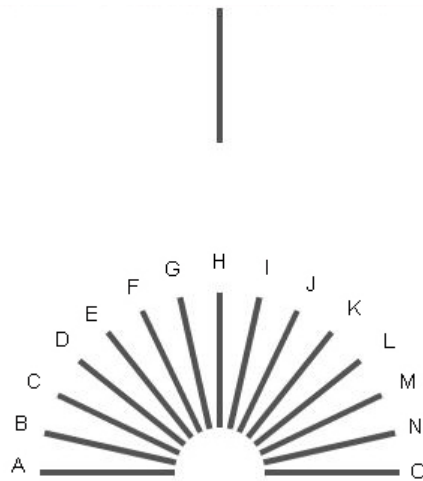
---

## **Test your brain for its sex**

Ok, now here is a test, based on the test carried out by BBC to find out how masculine or feminine your brain is, and to establish the fact that male and female brains are actually made of different stuff. There is nothing to win, nothing to lose, no right answers, no wrong answers, so no use banging the table if your score does not meet your expectation. This test merely proves which hormones dominated your brain when you were still in your mamma's womb. Strictly maintain the timing.

### **Test 1 (Time 30 seconds)**

What follows is a series of pictures of a fixed pattern like the one given alongside. Over the pattern is one of the spokes of the pattern. You have to identify the spoke with which the sample matches. For example in this picture the sample matches with spoke 'H'. H is the correct answer.





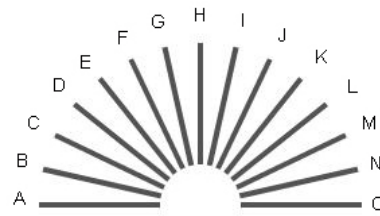
Why Men & Women Are North & South

1A.



Write your answer

\_\_\_\_\_

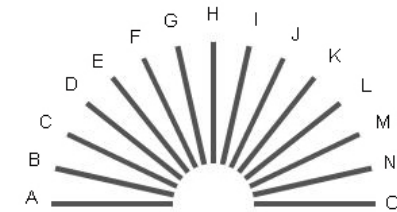


1B.



Your answer

\_\_\_\_\_

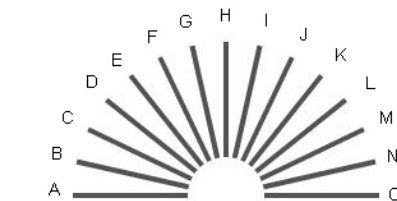


1C.



Your answer

\_\_\_\_\_

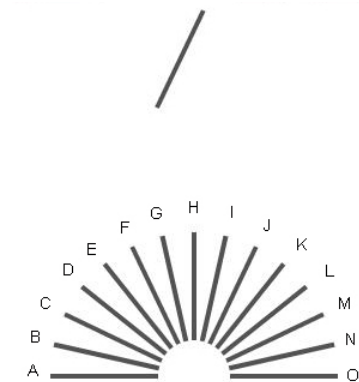


*Why Men & Women Are North & South Poles; How To Deal With It*

1D.

Answer

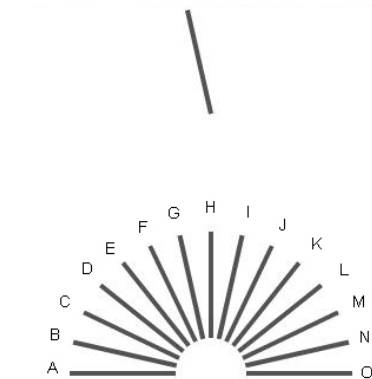
\_\_\_\_\_



1E.

Answer

\_\_\_\_\_



**Test 2 (Time: 30 seconds)**

What come next are human expressions. Study them carefully and choose from the options given below them. Choose the ones which you think best describe the expressions.

*Why Men & Women Are North & South Poles; How To Deal With It*

Tick the best answer with a pencil or something.

2A.



(i) Stunned (ii) Terrified (iii) Mistrusting (iv) Puzzled

2B.



(i) Satisfied (ii) Sorry (iii) Curious (iv) Rebellious

2C.



*Why Men & Women Are North & South Poles; How To Deal With It*

(i) Ashamed (ii) Confident (iii) Bored (iv) Joking

2D.



(i) Ashamed (ii) Nervous (iii) indecisive (iv) Suspicious

2E.



(i) Embarrassed (ii) Guilty (iii) Concerned (iv) Fantasizing

**Test 3 (Time: 2 Minutes)**

*Why Men & Women Are North & South Poles; How To Deal With It*

Read the questions which bombard next and tick the answer that best match with your behavior.

3A. Do you shed tears while watching a movie?

(i) Often (ii) Ha ha...hardly ever

3B. When you go to a movie with your partner, on which side of your partner do you usually sit?

(i) Right (ii) Left

3C. You can draw the map of your town/locality:

(i) with difficulty...insane thing for you (ii) easily;  
child's play

3D. You get involved in your friends' problems...you are the self appointed messiah.

(i) True (ii) Not true...spare me!

3E. You change the light-bulbs of your house more often than your partner.

(i) True (ii) Nah!

**Test 4 (Time: 2 minutes: 1 minute to see the first picture, 1 more minute to solve)**

*Why Men & Women Are North & South Poles; How To Deal With It*

Here comes a block of several objects that may make your head go gaga. Relax, you have full one minute to gaze at it and register in your mental hard disk which object is resting where.



Ok, done? One minute over?

Now turn to the next page.

Tick the objects with a pencil (no cheating) that have moved...changed their positions.



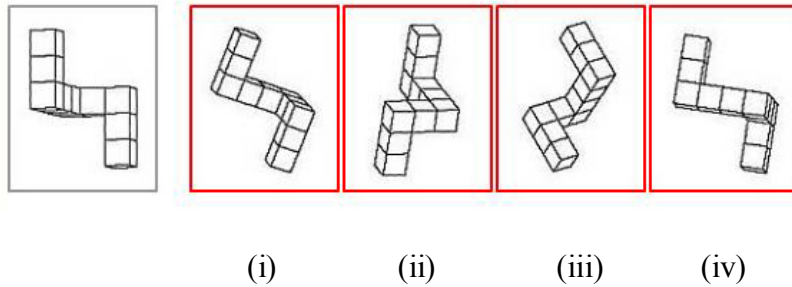
Finished, dude?

We move on to the last test.

**Test 5. (Time 30 seconds)**

Look at the 3 dimensional object on the extreme left side (see next page).

That is exactly same as two other figures of the 4 figures on the right. Identify the 2 figures that match the one on the left.



Yeah! We are through. Now for the results.

## Results and score

### Test 1

Question no.	1A	1B	1C	1D	1E
Correct answer	N	K	B	J	G

**Score:** award yourself 2 for every correct answer and 0 for wrong answers. *If your score is 6 and above, award yourself a 'Y' for this test; if it falls below 6, award yourself a 'X'.*



*Why Men & Women Are North & South Poles; How To Deal With It*

It has been observed that males generally outperform females in this test, although many females have shown extremely good results in this test. This is because males tend to pay more attention to space and geometry around them. The reason is that males are exposed to higher doses of the hormone testosterone before birth, which develops their right side of the brain that is responsible for better awareness of space, maps and geometry.

**Test 2**

Question no.	2A	2B	2C	2D	2E
Best answer	(iii)	(iii)	(ii)	(iv)	(iii)

**Score:** award yourself 2 for every best answer and 0 for every other answer. *If your score is 6 and above, award yourself a 'X' for this test; if it falls below 6, award yourself a 'Y'.*

Females generally outperform males in this test. They better interpret emotions than guys.

**Test 3**

Question no.	3A	3B	3C	3D	3E
Answer	(ii)	(ii)	(ii)	(ii)	(i)

*Why Men & Women Are North & South Poles; How To Deal With It*

**Score:** award yourself 2 for every answer that match with the above table and 0 for every other answer. *If your score is 6 and above, award yourself a 'Y' for this test; if it falls below 6, award yourself a 'X'.*

**Test 4**

**Score:** Compare the two pages. *If you have located out 8 or more objects correctly out of 14 that changed positions, award yourself a 'X'; else 'Y'.*

Women generally outperform men in this test. Women's oestrogen levels make them much better in noticing details of their environment and spotting changes.

**Test 5**

**Score:** Correct answers: (i) and (ii). *Award yourself a 'Y' if you have successfully pointed out both, and 'X' if you have pointed out 1 correct answer, or none.*

Men generally outperform women in this test for their general better skills with space, maps, and three dimensional shapes.

Highly Feminine	Feminine Brain	Low Feminine	Low Masculine	Masculine Brain	Highly Masculine
0Y	1Y	2Y	3Y	4Y	5Y
5X	4X	3X	2X	1X	0X

*Why Men & Women Are North & South Poles; How To Deal With It*

How many X-s and Y-s did you manage? Compare your score with the scale above and find out the sex of your brain. So, in which camp do you belong?

## CHAPTER 3

### *Sex, lies and you*



#### **Why's sex a goodie**

Are you having a tough time sucking in your tummy every time an attractive specimen of the opposite sex passes by you? Do you become gloomy seeing the extra adipose deposits around your waist? Relax. Here are two cool options: run 75

miles, or have sex three times a week for a year. Research shows that both activities burn the same amount of calories.

Aren't we stupid enough to think something that feels good can't possibly be good for us? Think again!

Sex in a loving, intimate relationship has numerous health benefits. In women, for example, the sexual act triggers the release of oxytocin. Oxytocin promotes feelings of affection (Ummm...mmmuah...mmmuah.) and triggers that nurturing instinct. In men, sex encourages the flow of testosterone, which strengthens bones and muscles and helps transport DHEA, a hormone that may be important in the function of the body's immune system. Author Paul Pearsall, also maintains that sex in a loving relationship helps the immune system by increasing the flow of certain chemicals in the body.

Hugh O'Neill, editor of *Men's Health* magazine, recently listed some health benefits of sex, as well. Regular sex is regular exercise (like jogging, treadmill, and push-up; with the only difference...it is not offered in gyms.) and has similar benefits, including better cholesterol levels and increased circulation. *Men's Health* also reported that men who have sex at least

thrice a week may have a reduced risk of developing prostate problems. Sex, like exercise, releases endorphins. Endorphins diminishes pain levels.

An active sex life may help us live longer, too. Dr. David Weeks, a clinical neuropsychologist at Scotland's Royal Edinburgh Hospital, conducted a study of 3,500 people ranging in age from 18 to 102. He concluded that sex actually slows down the process of aging. So, now you know the secret of looking 40 when you are 60. Don't share this little secret with your neighbor...make sure it remains your exclusive secret.

Feeling secure in a relationship leads to feeling happier, which could lead to greater health--and a younger look. Intimacy plays a key role in the health benefits of sex. An immoral sexual relationship may actually produce an opposite effect by introducing a sense of anxiety and fear. So, straying away from your partner and playing crafty little tricks may actually land you up with a failing health.

---

*Feeling secure in a relationship  
leads to feeling happier,  
which could lead to greater health—*

*and a younger look.*

So, everything about sex points to gain; nothing to lose if carried out safely, wisely...provided there are no accidents like rubber leaks.

### **Do men crave for multiple partners?**

Modern man as you see him today is a refined form of his ancient forefather. He has removed the feathers from his headgear, and changed to a more civilized outfit. He is fine tuned to the guidelines of a civilized society where he lives today. That he is driving a Ferrari, making nerve-wreaking computer programs and carrying cutting edge technology phones today do not necessarily mean he has been able to cut himself totally from his roots. The reality is that the roots of his ancient forefather make him constantly wage a war with himself to remain a monogamist. In the animal world, only about 3% male mammals are monogamous (birds are more faithful to their partners: 90% birds are monogamous). This means only about 3% male mammals stick to one partner throughout their lives. The rest, especially species with larger, gaudier males, prefer to be with several partners.

This however is not the license for anyone to monkey around with multiple partners. If any reader thinks that I am encouraging unfaithfulness through this section, and wants to blow my brains out, I must graciously clarify that these are facts gathered in an attempt to trace the causes of certain behavior, and though these behavior patterns had some relevance in the old world, they are of insignificant relevance, and is unjustified in the modern world.

Let us take a quick time-travel to the age when people were hunters, dwelling in caves and forests. Men being hunters and fighters got killed in considerably larger numbers than women. The diminishing populations of men-folk made them nurture a sense of insecurity inside. They were always at an urgency to increase the size of their tribe and family to resist enemies-- 'bigger my family; stronger my power' was their slogan. Thus men were always looking forward to adding more men in their family and tribe. Like other male mammals, human males would search for females, who were in larger numbers than males, to satisfy their sex drive, as an instinct. Ancient man was able to perform the act of sex almost with anyone, anywhere, anytime. Queer though it may sound, but traces of this savage instinct in modern man are the root of many

present-day relationship problems. This is what makes modern man battle with himself to stay monogamist.



This explains why men in today's world look at attractive female figures; crave for bare female bodies even though they may stay monogamists; why the major portions of pornographic materials

are targeted at men and why brothels are still so popular with men. Thus, if you had thought your male partner is a pervert to act in certain ways that you cannot approve, think again.

### **What about women? Are they more faithful with sex than men?**

Yes, they are. Let's rewind once again; or shall I say, let's go back on time travel to the age of our cave-dwelling ancestors. What can we see from the machine? Women were most of the time pregnant, giving birth to children, and taking care of children. They would be looking forward to a partner, who would give them company and a helping-hand in raising the



kids. Now raising kids is not like making instant coffee. It's an affair of several years. Thus what our ancestor women really wanted was a long term relation. Scientists say that this phenomenon explains why women are more faithful than men, and disapprove opportunities of infidelity more than men. What they look forward to is a long-lasting steady relationship rather than anything else.

### **Who has the greater desire for sex; men or women?**

The controversy about which of the two sexes has a higher sexual desire has been whipped up recently. In May 2006, LastMinute.com claimed that they have surveyed 4,000 Brits, and their survey results show that while men think about sex; 150 minutes in every 24 hours, women on the other hand, spend 180 minutes per day thinking about getting hot and heavy.

A spokesman of LastMinute.com said that contrary to old stereotypes, men were not so sex hungry after all. "The old stereotype that all men think about is sex seems to have run its course," The Sun quoted him, as saying. However, the survey

*Why Men & Women Are North & South Poles; How To Deal With It*

also found that sex takes a back seat at workplaces for both men and women.

This view is challenged by *The Philadelphia Inquirer* in their September 24, 2006 issue. The writer, Faye Flam throws a volley of questions at the recent survey by The Sun. How do people do any work if they think of sex for such long durations, asks Faye.

Neuropsychiatrist Louann Brizendine of the University of California San Francisco believe that men think about sex a lot more than we women do. Here's what she told the San Francisco Chronicle about male/female brain difference: "Women have an eight-lane superhighway for processing emotion, while men have a small country road. ... Men, however, have O'Hare Airport as a hub for processing thought about sex, where women have the airfield nearby that lands small and private planes."

---

*"Women have an eight-lane superhighway for processing emotion, while men have a small country road. Men, however, have*

*O'Hare Airport as a hub for processing thought about sex, where women have the airfield nearby that lands small and private planes."*

Brizendine adds, "The honest scientific thing to say is, on average, males have visual thoughts and fantasies more times a day," she says. And they're more likely to pursue a partner based on nothing but a sighting. Thus, the first cause of attraction towards a woman, for a man, is her visual appeal.

But scientists often focus on something more straightforward - sex drive, which is controlled by the hormone testosterone. Men have 10 to 50 times as much testosterone as women. But the relationship to sex drive isn't that linear, she says. It takes much less testosterone to trigger a woman's circuits.

Several studies, she says, show that on average men want sex more than women. A recent study out of Germany showed that both men and women desire sex at the start of a long-term relationship, but after 20 years, 60 % to 80% of men still want sex regularly, while only 20% of women still do.

*Why Men & Women Are North & South Poles; How To Deal With It*

A much more interesting male/female difference is in how we approach sex and love. Men feel secure in a relationship if they're having sex. As a very general rule, if they're getting sex, they assume they're wanted and loved. But women need verbal reassurance. The man needs to say her emotional words. Women find relationship in emotional words.

---

*If men are getting sex, they assume  
they're wanted and loved. But women  
need verbal reassurance.*

---

If this difference indeed exists, it could have less to do with wiring than with rationality. For a woman, it's important for practical reasons to know whether a partner is committed.

A man who doesn't love a woman can get her pregnant and say her goodbye, he can boast to others and hurt her reputation, he can give her a disease (most of the sexually transmitted diseases are more harmful to women), or he can eat up her precious time as her biological clock ticks away.

Being careful to check a man's emotional commitment isn't mushy girly stuff - it's proper use of common sense.

*Why Men & Women Are North & South Poles; How To Deal With It*

Other studies show men are more likely to want to engage in casual sex. So the only way you can answer who thinks about sex more is to define the question more sharply. If "thinking" entails more than just idle fantasy, but instead implies an active, critical weighing of risks and benefits, then women, on average, probably do it more - though maybe not for 180 minutes.

## **Why odd couples exist and how male and female sex drives differ**



Ever noticed there are several 'odd' relationships in the world if you are not absolutely blind to

what is happening around you? Did you *Ashton Kutcher and Demi Moore* smile when you saw examples like Demi

Moore and her 15 year younger toyboy lover Ashton Kutcher? Was Saif

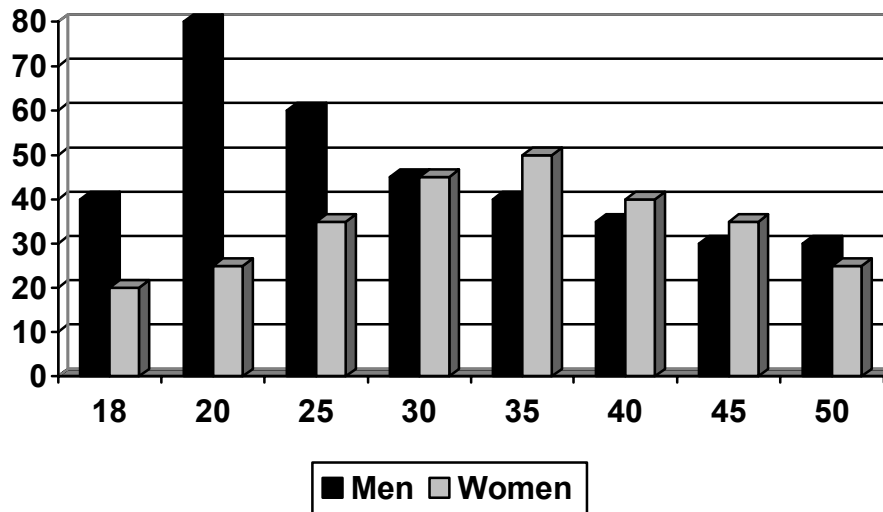


*Why Men & Women Are North & South Poles; How To Deal With It*

Ali Khan and his former wife Amrita Singh a topic of your dinner-table discussion? Though the movie *Pretty*

*Pretty Woman* Woman, depicting the romantic affair and courtship of a very young Julia Roberts and a much older Richard Gere was a runaway success at the box office, such an affair in real life raise eyebrows.

Why do these 'odd' relationships occur? To understand this one has to understand the difference between male and female sex drives. Male sex drive ignites early like fireworks. Whoosh...it shoots up during the late teen years, to reach its peak at around 21. Boys are boiling for sex during those years. They would coax and cajole their girlfriends for sex, to purge



*Why Men & Women Are North & South Poles; How To Deal With It*

*Graph depicting sex drive of men and women. The x-axis shows the age of men and women; the y-axis signifies their sex-drive. The black sky scrapers signify men, and the grey ones, women.*

their desire. After 21, the sex drive of boys starts a slow downhill movement. Compared to boys, the sex-drive of girls starts off like damp fireworks. It grows slow and steady. Girls reach their peak at around 36.

If you study the graph in the previous page you will notice that the male and female sex-drives match at around the age of 30, after which women defeat men in their sex drives. Men get puzzled and tired to meet the growing demand of their partners after 35. The graph of both the sexes carry on close to each other, but men lagging behind, post 35.

At this time, the high sex drive of post 35 women match the sex drive of younger men of around 19/20 (see the graph). This toyboy syndrome is surprisingly common in today's society. For the same reason men of 40 and above get involved with girls of around 25, whose sex drives match.

So, in future, if you happen to come across such couples in shady-parks and deserted last-trains, remember, that's not perversion; that's science.

## **Why men stare at women and why they get caught by their partners**

Yes they do, admit it or not. Men stare at women. Of course they have an excuse, like... "If we don't look at other women how can we know how pretty you are?" A recent research has revealed that an average man spends six months of his life (don't laugh, I am not joking) staring at the opposite sex. I am of course not talking about looking at their own partners. I am referring to looking at 'other women'. He takes a sneak peek an average of eight times a day for up to two minutes each time.

And girls? Don't they stare? Sure they do. Girls also check out men but they are subtler at around twice a day for just 90 seconds. Girls do a lot of ogling at parties, gatherings and beaches.

According to a survey by an internet firm BuySpecs4Less.co.uk, while men's obsession with women's busts makes their eyes inadvertently turn towards female busts



*Why Men & Women Are North & South Poles; How To Deal With It*

before roving to their behind and legs; women are more drawn towards a man's eyes.

While most women in the survey said they enjoyed male attention, about 33% said they didn't really enjoy being gazed at. On the other hand only 9% of men did not like catching a woman looking at them, which means 91%



men enjoyed women staring at them. More than half of the men questioned saw nothing wrong with a bit of looking at girls - but a third say they have been caught in the act, and got into trouble with their partners. Phew!

Why do men get caught looking at girls? Why is it almost always men who get slapped or rebuked by their partners? Why

do women hardly ever get caught doing the same? To understand this mystery one has to understand the difference in the eyesight of men and women.

Men have eyesight that allows them to see clearly in front and at a longer distance, much like a telescope, while women's eyesight allows them a more panoramic vision, a wider vision, like watching a movie in cinemascope. If men's eyes are like an eagle's, that can spot a rat moving on the ground, women's eyes are like that of a fly's which can see in front and around. This is a major and very important difference between men and women. As a result of this difference, men have a much narrower range of vision and are practically blind on both the sides. They can however sharply pick up things happening at a distance. Women see the front and both the sides very well. However they are pretty blind like bats to what is happening at a distance.

---

*Men have eyesight that allows them  
to see clearly in front and at a  
longer distance, much like a telescope,  
while women's eyesight allows*

*them a more panoramic vision,  
a wider vision, like  
watching a movie in cinemascope.*

---

The reason of this difference can be traced to our ancestors. Since men were hunters, and fighters, they developed a long distance-vision which helped them locate their hunt. Thousands of years of performing the same task permanently shaped up the male vision like a telescope. Women on the other hand were looking after children and the household, for which they developed a panoramic, wide angled vision which helped them look after their children and household better.

This is exactly why men get caught by their partners while they think they are very smartly sneak-peeking at hot girls. Of course men are unable to look at someone without making the partners absolutely aware. They are pretty silly in girl-watching with their partners around. Women on the other hand watch men in the presence of their partners, but hardly ever get caught. Their panoramic vision makes their ogling less obvious than those of men. Now that's smart vision.

In fact when men watch girls in the presence of their partners, it is their partners who locate the other girl even before the men

do...because of their wider vision. What happens next is; they harbour a feeling of competitiveness when they see their partner looking at the girl, and feel that their partner is craving for the other girl, and preferring her more. This sets her fuming. The truth in fact is that the man looking at the other girl does not mean any harm, nor does it mean he is thinking of a relation with her. It is an instinct of men to look at pretty faces and good body shapes of the opposite sex. Most of the times, he would forget her almost immediately.

But why do men look at girls at all? What glue is there in girls that quite like a rule attract the eyeballs of guys towards them? Well, it is really not much different from the instinct that makes men's eyes turn towards flashing cars and delicious dishes.

Like most instincts of men we can trace this instinct to the fact that our ancestors were always looking forward to increasing the size of their family. Widows of war victims were abundant in the society and men were by instinct attracted towards them. Things have changed, war widows are no more; but the instincts remain. Men still get attracted to good faces, bodies and curvy shapes. Contours attract male eyeballs. Now, our smart ad-makers know this, and that is why attractive female

*Why Men & Women Are North & South Poles; How To Deal With It*

bodies are utilized in advertisements, billboards, and male-magazines. Men do not start admiring the personality of the female portrayed there; he simply admires her as he would admire a cool car or a good laptop. Shape and good looks remain a top priority, if not the number one priority of men who are seeking women; while for women the top priority would be a good personality in a man.

---

*Shape and good looks remain a top priority, if not the number one priority of men who are seeking women; while for women the top priority would be a good personality in a man.*

---



Have you noticed, shows displaying female bodies are popular on television, mainly among male viewers (eg.

*Why Men & Women Are North & South Poles; How To Deal With It*

fashion shows, beauty contests). You will also *Fashion show: look...who's watching* notice that the

fashion-shows display a majority of female models, since the viewers are mainly males. But television shows displaying a lot of male bodies (eg. WWF or RAW wrestling) are more popular among kids rather than women. This shows beyond doubt that attractive bodies are liked but not the number one preference of women. So, for all those guys who are spending a major part of their day in the gym, pumping iron...rather try taking some personality pills, start going to a brain-gym, and watch a lot of comedies, because personality, intelligence and humour-sense are the top ranking priorities among women seeking men.

Do I again see some of my readers frowning and getting ready to throw this book down the gutter (or on my face)? Relax...I am not justifying or supporting some ugly nature of men; I am only laying before you the scientific facts, the history behind it, so you can better understand your partner and avoid misunderstandings between yourselves.

## **What women want in men, what men want in women**

*Men say:* Woman, without her man is nothing.

*Why Men & Women Are North & South Poles; How To Deal With It*

*Women say:* Woman! Without her, man is nothing.

Men and women differ vastly even in their priorities when it comes to finding a soul-mate. Once again their tastes do not match and if he wants to go north, she will invariably head for the south.

A recent survey conducted reveals some interesting facts and traits. Guess what a woman sees while choosing a man as her life-partner; in the order of priority? Money? Great body? Nope... none of these. Flabbergasted?

Well, here are more or less the top three priorities of women in the order of popularity. This is based on a universal survey of several types of people from several continents. Number one, a good and strong personality; number two, sense of humour and responsiveness; number three, intelligence.

---

*Though men turn their heads towards  
great bodies, lofty breasts and sizzling  
buttocks as an instinct; their priorities*

*when it comes to choosing a long-lasting partner, are surprisingly different.*

On the other hand, though men turn their heads towards great bodies, lofty breasts and sizzling buttocks as an instinct; their priorities when it comes to choosing a long-lasting partner, are surprisingly different. They take none of these into primary consideration in while choosing their soul-mate.

For men the top three priorities are good personality, reigning at number one; good looks, number two; and intelligence, at number three.

### **Male fantasies: why men love to see their partners in fancy lingerie**

Every normal male have always wanted his partner to give him a private fashion-show displaying fancy lingerie. Weird, isn't it? But why do men have such wild fantasies?

As you know, men living in the civilized society are shaped up as they are today, by the footsteps of their ancestors, who lived in caves and jungles. Many of the instincts and behaviours of modern man are quite embarrassingly linked to his cave-



*Why Men & Women Are North & South Poles; How To Deal With It*

dwelling forefather. You are aware that modern man struggles with himself to remain a monogamist, while his forefather had sexual relations with several women. This unknowingly sparks



the instinct in modern man to maintain relation with multiple women, which he finds not feasible in the structure of modern society. As a result he decorates his partner to look like different women. It is important to note that he does not do it consciously. He is not aware of the

reasons and causes why he behaves like this, but he feels an inner urge to see his partner in various fancy lingerie, so that she looks different every time; like different women. Plain white cotton lingerie repels men, compared to fancy *Modern man struggles with himself to* colourful lingerie.  
*remain a monogamist*

*Say goodbye to those boring white cotton  
lingerie as first priority.*

So, in case your conjugal life seems to have become like stale chapattis served with dal that even your pet refuses to consume, what you need is spice. It's time for you to spice up your lives a bit. Try changing your/her lingerie-collection, even if it sounds crazy or insensible. Say goodbye to those boring white cotton lingerie as first priority.

**Why men often fail to satisfy their  
partners in bed**

Yes they do, whether you like it or not. Complaints are mounting that men with apparently no physical or mental ailments fail to satisfy their partners in bed. It is not uncommon to find couples who are grumbling about their sex lives and visiting doctors. But why?

The answer lies in a basic physical difference between men and women. Men are like gunpowder while women are like candles when it comes to attaining orgasm. Orgasm in simple words is the ultimate fun for which people have sex. The idealistic situation is when both the partners reach orgasm at the same

*Why Men & Women Are North & South Poles; How To Deal With It*

time. The problem starts when two partners reach orgasm at different times.

An organization called QueenDom.com conducted a survey on 15,000 sexually active adults to find some hard data on the differences between male and female experiences of orgasm. The hard data clearly reveals a fundamental difference between men and women and their experiences with orgasm.

First of all, women are much less likely to experience orgasm. While 89% of men claim that they will achieve orgasm most of the times, only 42% of women (less than half the number of guys) state that they will "get there" most of the time. What happens to the rest? Of course they go unsatisfied. In fact a whopping 26% of females experience orgasm rarely or never at all during sex, whereas only 2.5% of men have problems reaching climax. So, women are 10 times more likely to have problems with orgasm during sexual intercourse. Look at the summary below:

*Do you achieve orgasm during sexual intercourse?*

	<i>Women</i>	<i>Men</i>
<i>Always/Most of the time</i>	42%	89%

*Why Men & Women Are North & South Poles; How To Deal With It*

*Rarely/Almost never/Never*     26%     2.5%

In fact the same survey also gives the answer to this striking difference. Men on an average achieve orgasm within the first 3 minutes (now this is why I call them ‘gunpowder’), while women achieve the same in about 12 minutes (slower burning ‘candles’). Do you now see where the discrepancies lie? The moment men achieve orgasm; they lose interest and are unable to achieve another orgasm immediately, or continue with the act of lovemaking.\_\_\_\_\_

*Men are like gunpowder*  
*while women are like candles when it*  
*comes to attaining orgasm.*

---

The solution is for men to delay their period of achieving orgasm. Men need to realize that early ejaculation is a problem that can seriously affect their conjugal relation. Delaying the process of orgasm can be achieved naturally as well as by using artificial measures like creams.

Now, I would very much expect my male readers to read this part with eyes wide open. If men want to go for natural means,

*Why Men & Women Are North & South Poles; How To Deal With It*

first of all, try avoiding visual stimulations like pornographic DVDs (give your collection to a friend with a saint-like smile; he'll be happy at your charity; your purpose will be served as well)...they are responsible for exciting men quicker than women, resulting in early orgasm of men. Try foreplay with your partner. Often men ignite so quickly like gunpowder; that they forget to perform foreplay with their partners. Women need a foreplay; without which they are not excited enough to achieve orgasm. If you are going too fast, slow down yourself, apply brakes; when your instinct says that you are likely to achieve orgasm immediately.

And, for men who explode before curtain time, and would prefer to go for artificial, medical remedies, creams are a good way to go. They succeed in slowing down the sexual release by dulling the sensations. They contain a mild topical anesthetic, somewhat like the numbing medications that a dentist might use to put your tooth to sleep. These creams work well to subdue and tame the wild excitement that is stimulated by physical touching of his penis. There are several creams in the marketplace and your friendly chemist can help you with some of the brand names.

*Why Men & Women Are North & South Poles; How To Deal With It*

Be forewarned that some men hate the idea of rubbing an unnatural creamy substance on their most private and sensitive parts.

### **What excites him; what stimulates her**

Energy drink.

But jokes apart, continuing with the differences, men and women are sexually turned on by different stimulants. The list of the top three priorities of sexual stimulants for men and women are entirely different. If his eyes pop out at the sight of scantily clad porn-stars, her heat is turned on by romantic words.

Survey shows that men are sexually turned on by pornographic materials, sight of nude females and good, sexy lingerie. Again, not necessarily it is true in your case, but it is true in the case of most males across the world.

---

*Men want sex with the lights  
turned on, while women prefer  
lights turned off or lowered.*

---

*Why Men & Women Are North & South Poles; How To Deal With It*

In contrast, women are sexually turned on by romantic words, signs of dedication, and intimacy. This means women are hardly ever turned on sexually by strangers, even though they may be handsome hunks. Neither does a bare male body turn them on to that extent, as bare female bodies turn on men. In fact women are more turned on by the sight of a couple having sex, or caught intimate, rather than a man standing without anything clad. Ever noticed, men want sex with the lights turned on, while women prefer lights turned off or lowered? Do you think their sense of saving the electricity bill become very active at this time? Nah. For the same reason women often close their eyes during sex, as opposed to men, who keep their eyes wide-open.

The difference of priorities can be explained by the theory of our forefathers. Our ancestor women needed long-lasting partners to give them company in raising children. Thus in choosing a sex-partner, they looked for assurance of a long-lasting relation. The traits still remain in modern women. Our ancestor men, of course were used to having sex with multiple women, who were in excess in the society. Thus, they saw it as their responsibility to have sex with women and add to the population. This is why men are still, as a biological instinct

*Why Men & Women Are North & South Poles; How To Deal With It*

turned on at the sight of female nudity, because it reminds them of their duty to add to the population.

For the same reason, the ideal voluptuous woman that any hot blooded man would dream to find out is extremely rare to find. Women are less sex-maniac, and the percentage of women who are crazy about sex would be less than one percent in the real world. Movies and a lot of pornographic videos give a false impression about women and their lust, which men fantasize, but hardly find in real life.

That men collect pornographic materials is their instinct, but that they try to hide these materials sheepishly is because modern society does not see collecting of pornographic material in a favorable light, and frowns at the use of women as an object.

Understanding  
each other's  
differences and  
how they  
evolved through  
history, is  
important, and





that is what this book intends                      *You can hopefully stop quarreling over these issues* to point out. Once you have a clear understanding of why your partner behaves in a certain way, you can hopefully stop quarreling over these issues, and try moving a little to the other side with a better understanding of your partner.

## **Why men become dumb during sex**

Isn't it a paradox; that women expect men to chant romantic things during sex, but that hardly ever happens? He is hopelessly disappointing to her expectations and seem to become a dumbstruck creature while lovemaking. I dare not frame the question as, why are men so dumb?

Rewind to the chapter on brain study where we discussed the differences between male and female brains. Speech in men is limited to the left half of their brains, while during sex; it is the right half that becomes busy. Multitasking is difficult for men, remember that? So, when a man has to talk during sex, it is a difficult task for him to switch over from the right half of the brain to the left half. When he does so, he loses his concentration from the act of lovemaking, since that is governed by the right half of his brain. Moreover, for men, sex

*Why Men & Women Are North & South Poles; How To Deal With It*

is a form of relaxation and he shuts down his other senses during the act. Trying to talk at this time is like whipping his other senses to work.

---

*For men, sex is a form of relaxation  
and he shuts down his  
other senses during the act.*

---

Lovemaking can be made more enjoyable if both the sexes can understand their biological differences. Men need to realize that their dumbness is disappointing for their partners, and they get to be known as lousy lovers. Dumb lovers get lower marks than talking lovers, from women. Guys need to learn to say something in the form of complements to their partners during sex. On the other hand women need to stop talking during the act of lovemaking, as that distracts men. However, making noises to show you are enjoying are fine with men. They get encouraged by these noises and feel happy that their partner is enjoying.

## **Monthly fluctuations**

*Why Men & Women Are North & South Poles; How To Deal With It*

Ever noticed, she is so nice and welcoming to your call of lovemaking at times, yet almost barks at you at other times? Is she insane, or is it just a passing mood?

It's biology. Next time if you observe more carefully, you'll notice a definite pattern of her moods. She craves for sex most during her ovulation days, which is 2 weeks before and after her wet days. On her wet days her crave for sex dies down like the headlights of a car with batteries terribly down. However she enjoys hugs and kisses on her wet days. Please give her plenty of those, and don't pamper for sex when she's unwilling.

Needless to say male sex-cravings do not fluctuate in this pattern, and are more or less steady.

## CHAPTER 4

# *Mapping Further Differences*



*Men say they are better drivers; women tend to disagree*

- Why does it take 100 million sperms to fertilize one egg?

*Why Men & Women Are North & South Poles; How To Deal With It*

*Because not a single will stop and ask for  
directions...males never ask for directions.*

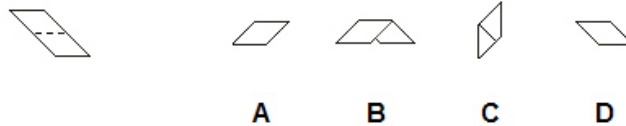
- Why is it good that there are female astronauts?

*When the crew gets lost in space, at least the woman  
will ask for directions.*

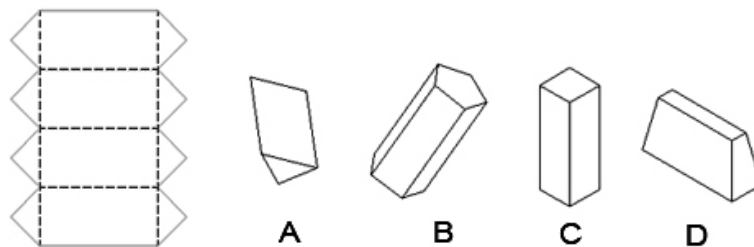
### **Take this test (time: 3 mins)**

Try taking this simple test involving space and shapes. Better still; take this test with your partner (of the opposite sex), in turns. Then compare your scores. Tick the answer that you think is the correct one. Wondering why? Now don't act lazy, or make excuses to avoid. Take the test first; I shall explain everything after you are through.

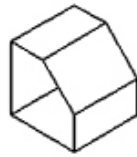
**1.** When the shape on the left is folded at the dotted line which shape does it produce?



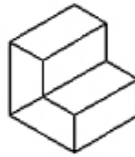
**2.** When the shape on the left is folded at the dotted lines which shape does it produce?



3. When the shape below is folded at the dotted lines which shape does it produce?



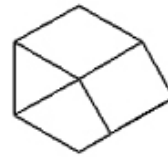
**A**



**B**



**C**



**D**

4. Which is the odd one out?



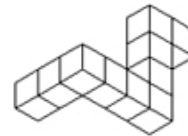
**A**



**B**

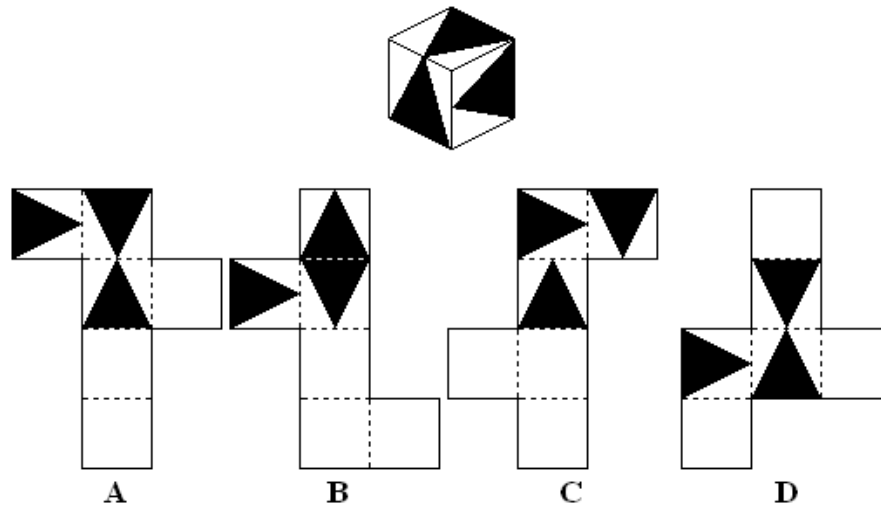


**C**



**D**

5. Which pattern shown below can be folded to form the cube?



### **Correct answers**

1. (b) 2. (c) 3. (a) 4. (c) 5. (a)

Well, well, well...now it's time to compare your scores. Who won? Cheers!

The bewildering experience you just went through is an example of a spatial ability test. Spatial ability is required in technical and design jobs where plans and drawings are used,

for example; engineering, architecture, surveying and design. It is also important in some branches of science where the ability to visualize the interactions of 3 dimensional components is essential. What you tried to do is form mental images and visualize movement or change between them.

Spatial ability questions often involve the visual assembly and the disassembly of objects that have been rotated, which are viewed from different angles or objects that have different markings on their surfaces. Generally speaking, if the questions involve the manipulation of 2 dimensional objects then they are probably fairly straightforward, but you will be challenged to answer them all in the time you are given. If the questions involve the manipulation of 3 dimensional objects then many people find them extremely difficult.

Usually it has been seen that men score better than women in these spatial ability tests, involving maps, shapes, and 3 dimensional objects.

## **Spatial skills in men and women**

Spatial skills such as map reading and parking may be difficult for some women because they had too little testosterone when they were in their mamma's womb.



*Spatial skills such as map reading  
and parking may be difficult for some  
women because they had too little  
testosterone when they were in  
their mamma's womb.*

---

Somber-looking scientists from the University of Giessen, Germany, writing in the journal *Intelligence* found a lack of the hormone testosterone affects spatial ability. The research looked at the spatial, numerical and verbal skills of 40 student volunteers.

Spatial skill is the ability to assess and orientate shapes and spaces. Map reading and parking are spatial skills which men often say women lack. Women tend to disagree.

For one of the spatial tests, volunteers had to tell which of five drawings could not be rotated so it looked like the other four. The other test involved the ability to think in 3D by mentally "unfolding" a complex shape. Overall, men achieved higher scores in the tests than women.

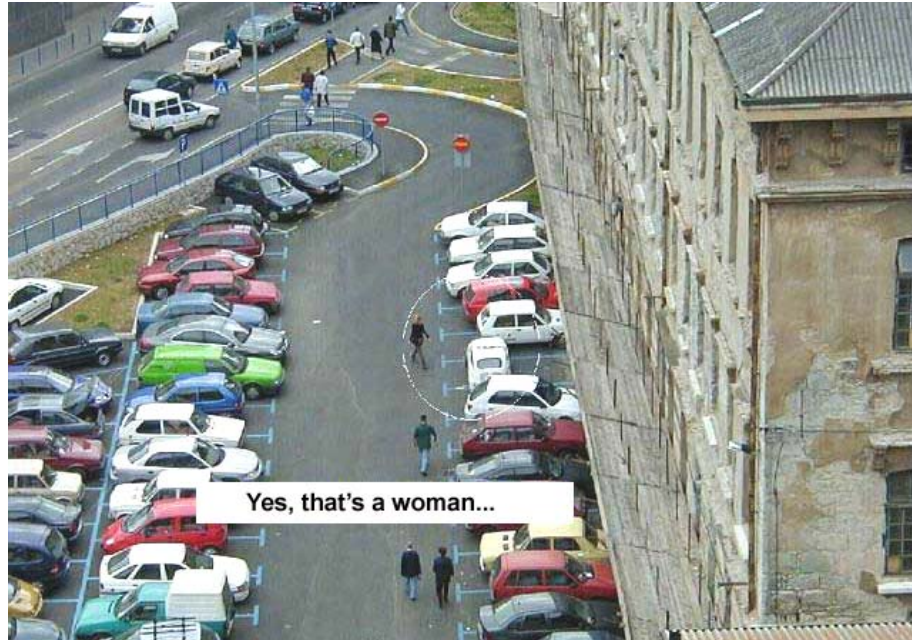
*Why Men & Women Are North & South Poles; How To Deal With It*

The test revealed that women with the male pattern of finger length (wedding finger of males are longer) did better than those women whose wedding finger was shorter. They also scored better on the numerical tests.

Dr Nick Neave, an evolutionary psychologist at the University of Northumbria who specializes in spatial awareness and gender differences, said: "Being exposed to testosterone early on does seem to affect the way the brain works. It seems to push it to work in a more masculine way, with a stronger right hemisphere; the spatial hemisphere. The extra testosterone also appears to cause the ring finger to be longer than the index."

Dr Neave, a member of the British Psychological Society, also said, "The sexes do use different skills to find their way around. Men seem to be able to keep the route in their head without landmarks, whereas women use landmarks. So, men may be better at finding the car when it is parked in a huge shopping centre car-park. It may also affect driving and parking abilities."

Men do seem to be better at spatial abilities, and women at verbal and emotional skills, he added. "It may be a generalization, but that does seem to be the case."



*Difference in testosterone levels also affect car-parking abilities*

## **Why the hell is this difference? What's the science behind?**

So, the big question is, “Will anybody for heaven’s sake, clearly explain the science behind this difference?” Yes, certainly I will...I am here to do that. Unless you have totally forgotten what you have read before, you must be aware that men and women get different levels of testosterone when they are in the womb; their brains develop differently. The ones exposed to higher levels of testosterone develop their right-side of the brain much better than the left side. It is the right side of

*Why Men & Women Are North & South Poles; How To Deal With It*

a human brain that the abilities related to space, maps, navigation, 3 dimension shapes and manipulating them are located. Generally boys get more testosterone when they are in the womb.

From the earliest days, when man lived like George of the Jungle or Tarzan, he has been chasing someone or the other. He has been chasing his hunt, his enemies and his girl (and other girls), that's for sure. He has been planning attacks on his enemies. In doing so much of chasing, running around, and planning attacks, he suddenly discovered one day that his brain has evolved in a way that he was pretty easy with solving problems involving maps and dimensions. It was a piece of cake for him. And, for the ancient woman? Alas, maps were as alien as snowstorms are to an Arab. This evolutionary difference shows in modern man and woman.

---

*In doing so much of chasing, running  
around, and planning attacks, he  
suddenly discovered one day that his  
brain has evolved in a way that he was*

*pretty easy with solving problems  
involving maps and dimensions.*

---

In men, their spatial skill areas are located in a lot of places in the right half of the brain, in some specific areas, and also in some parts of the left brain. In women however these skill areas are much less in number and located in unspecific areas.

As a result, unbelievable but true; even highly talented girls often find it difficult to compete boys of ordinary talent in tests of spatial skills. Do I hear girls booing and showing thumbs down? You see, facts are facts...and fact-sheets showing success rate of boys and girls in such ability tests show a 20% is to 80% success rate among girls and boys. On the other hand however, though boys locate places more accurately, than girls, they generally fail miserably in locating their household items, like their stinking undergarment or the cheese-spread, back home.

This is the reason why boys are less likely to get lost even if you kick them out of the car at an unknown place. It is interesting to note that they are 4 times more accurate than girls in pointing out towards the right direction. For example, if you

*Why Men & Women Are North & South Poles; How To Deal With It*

come to a new, unknown locality and ask a boy, “Which direction is our house?” or “Which way is the North?”, he is 80% more likely to correctly answer it than a girl. As if he has an inbuilt compass to tell him the directions.

### **Career map of guys and gals show this difference too**

It has been seen over the years and across the nations that boys and girls differ in their choice of careers and professions as well. From surveys carried out in Europe, North and South America, Asia, Australia and parts of Africa, statistical data shows that that career-map of boys and girls differ quite noticeably.

While there are some subjects that show uniform participation of both the sexes, some other subjects show a gaping gap between the participation of boys and girls. Subjects like art, biology, business studies, education, English, geography, history, music, vernacular literature show data that suggests equal number of boys and girls study these subjects at college and University levels.

However subjects like physics, chemistry, information technology, mathematics and accountancy show 65% (min) -

*Why Men & Women Are North & South Poles; How To Deal With It*

83% (max) boys taking up these subjects compared to 17% (min) – 35% (max) girls falling in love with these subjects. Now these classes with a bunch of boys and a handful of girls are what I call a gaping gap. Have you noticed; these subjects require mathematical and spatial skills? That means rigorous use of the right half of the brain. Since in majority of boys the right half of the brain is better developed, generally speaking, they dominate the classrooms of these subjects.

Let's move from academic classrooms to the professional field. Here is a scoop for *Ripley's Believe It Or Not*. Would you believe it, some of the professions see 1% or less women joining (just imagine the frustration of the men working in these professions). For example, there are less than 1% women going for flight engineer, pilot, racing car drivers, and nuclear engineer jobs. Professions where there are 10% or less women participating are architecture, air-traffic control, flight first officers and more. Less than 20% women become accountants and computer programmers.

---

*Less than 20% women become  
accountants and computer programmers*

---

### *Why Men & Women Are North & South Poles; How To Deal With It*

The reason of this disparity is undoubtedly the difference in the brain pattern of men and women. You will notice that the careers and professions mentioned, which are largely represented by men, demand spatial and navigational skills. Women however outshine men in professions demanding better speaking skills, since studies suggest that a woman speaks about 20,000 words in a day as opposed to 7000 words spoken by a man. No wonder you will find women dominating in call-centers, front office and public relation positions.

## **Maps and women**

Why do women face a problem in comprehending maps? A joke says: 'Because they can't understand the concept; one inch equal to one mile.'

Jokes apart, women do have difficulty understanding maps, since it requires use of spatial skills. They are uncomfortable with 2 dimensional maps.



*Lost?*

But it has been seen that they understand maps much better



once it has been given 3 dimensional qualities. Addition of small pictures of trees, landmark buildings in maps make women understand them a lot better. In fact women are a lot comfortable with landmarks. If you want your partner to understand maps, try adding landmarks in maps, and see the difference.

---

*Women are a lot comfortable  
with landmarks.*

---

Alternately give her a road direction that sounds like: “Go down Mahatma Gandhi Road, turn left from the post office with a red sign; go ahead till you come across the Bata showroom. Turn right; after 5 houses you will come across a bifurcation just beside a cake shop named Cookie Jar. Take the road to your left and do not stop till you can see the flyover. Look around, and you will be able to locate HSBC bank. That’s where you will find me.”

Very seriously, women understand this type of guidelines, that mention landmarks, a lot better than 2 dimensional maps or road directions that do not mention landmarks.

*Why Men & Women Are North & South Poles; How To Deal With It*

Another aspect of women is that they are more comfortable with maps when they are turned to the direction they are heading. Men do not have difficulty understanding maps without turning them, because they can manipulate maps mentally. They can turn maps in their minds. For women, it's more of a challenge. Manipulating maps in the mind and rotating them mentally require the taxing of the right side of the brain.

Some cartographers have recently come up with maps that can be read from either side. Undoubtedly a woman must have invented it. These are becoming popular, especially among women, who can now turn the maps upside down and still understand the inscriptions on them.

Men need a good realization of this difference and also the science behind this, before they grumble with their partners about turning maps.

## **Women and parking**

The games of the right brain are naughty enough to affect parking skills as well. Let me in this occasion share a piece of humor that I came across, about women's parking skills:

*Why Men & Women Are North & South Poles; How To Deal With It*

*Car Parking World Record (Women):* The smallest curbside space successfully reversed into by a woman was one of 19.36m--equivalent to three standard parking spaces--by Mrs. Caroline Wizz (GB) driving an unmodified Vauxhall Nova Swing on 12 October 1993. She started the maneuver at 11:15 a.m. in Ropergate, Pontefract, and successfully parked within three feet of the pavement eight hours and 14 minutes later. There was slight damage to the bumpers and wings of her own and the two adjoining cars, as well as shop frontage and two



lampposts. (Don't ask me whether it is true or not.)

*Wrong place to park, madam*

*Why Men & Women Are North & South Poles; How To Deal With It*

Scientists agree that parking skills are controlled by the right side of the brain, where the spatial abilities are located. Fact sheets seem to support that men are more accurate in parking cars.

### **Why men like shooting at targets**

**Act 1, Scene 1:** An ancient man clad in leaves and goat-skin shoots an arrow towards the sound of an animal apparently drinking water. He has made it. He has been able to hunt the dinner for the night; he doesn't have to return to his cave sheepishly tonight.

**Act2, Scene 1:** Jim Corbett hunts down the man-eater tiger of Rudraprayag, India before it hunts him down, about a century ago.

**Act3: Scene 1:** The present day; ten year old boys pamper their mothers to buy them toy-guns that look exactly like the guns of Power Rangers. Their teenage brothers spend hours shooting down enemies at video-game arcades or on gaming sites. The dads target the wicket or the goal on Sunday mornings with friends, to avoid mowing their backyards.

What differs in the three different acts is the period. What's common is the popularity of shooting at targets among guys. Why do men shoot at targets? The answer is obvious; because of their superior spatial abilities. Correct judgment of location in space. Men have evolved from hunters shooting at targets, and fighters, aiming arrows at enemies, to the present form as we see today. He has shed the goat-skin covering from his body, but retained the ability and instinct to shoot at targets.

### **Why boys like gadgets**

It isn't proper to say that girls hate gadgets, but it is perfectly proper to say that gadgets are boys' toys. It's something without which he cannot live. I remember my uncle loved gadgets. In the early 1960s, he had his own reel to reel tape recorder, an expensive and surprising possession. After the doctor, he owned the only telephone in the small town. He was proud of them, took care of them, and even knew how to fix them. Perhaps it was my uncle who sparked my lifelong interest in technology.

Boys (and men) have an instinctive inclination towards gadgets, be it the latest model of iPod, sunglasses that double

up as video screens, the latest Blackberry phone/e-mail device, laptops, flight simulators, mini car racing, the list goes on.

While beauty products are largely aimed at female buyers, gadgets, including cars and motorbikes are aimed at men and boys; because, gadgets and cars are boys' toys. Is it to impress the opposite sex? Why not? If you are a male, with a bodyweight of 50 kilos, yet carrying the flashiest gadgets, you are likely to win some attention from the opposite sex (at least that's what boys think). Without your gadget you win no attention at all. Some attention is better than no attention.

But for girls? They seem to be fascinated by other things. Gadget-design guru Don Norman, who heard it from the head of Sony America say that Queen Elizabeth has trouble operating her remote control. Are girls less friendly with gadgets since they find them cumbersome to operate?

To a large extent, yes. For the same reason, boys love gadgets and cars. They love the idea of innovating how they work. This quality of boys and men to find out how gadgets work, and fix them is because of their superior spatial skills. This is why you will find boys in most houses change light bulbs, repair gadgets (of course simple repairs...else all gadgets would become

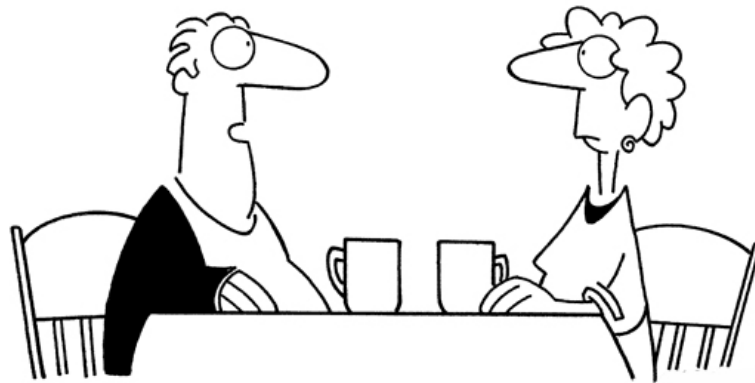
unusable), and spend a sizable part of their paycheck or pocket money behind gadgets. Cars fascinate boys much more than they fascinate girls.

### **So, what next?**

Though this chapter smells strongly masculine in odour, the chapter is not to establish the superiority or authority of one gender over another. In fact by pointing out where women differ from men, and why they do, the chapter aims that you understand your partner (or your future partner...or the one after that) better, and instead of rebuking, laughing and teasing; be more understanding and civic in dealing with situations. On the other hand, this chapter is also to make women realize that buying gadgets is not to be seen as a waste of money. It's part of a man's passion. He needs this space to enjoy his freedom.

## CHAPTER 5

### *Speak Out, Man! (Are Men Dumb?)*



**"You want me to talk about my feelings?  
Okay - I feel like talking about sports."**

#### **Men can't catch signals, they have poor antennas**

A married couple was in a car when the wife turned to her husband and asked, "Would you like to stop for a coffee?"



"No, thanks," he answered truthfully and cheerfully. So they didn't stop. What was the result? Things turned ugly.

The wife, who had very much wanted to stop for a coffee, became annoyed because she felt her preference had not been considered. The husband, seeing his wife was angry, became frustrated. Why didn't she just say what she wanted? Unfortunately, he failed to see that his wife was asking the question not to get an instant decision, but to begin a negotiation. And the woman didn't realize that when her husband said 'no', he was just expressing his preference, and not making a ruling. When a man and woman interpret the same interchange in such conflicting ways, it's no wonder they can find themselves leveling angry charges of selfishness and obstinacy at each other. The result? Anticlimax! A perfect-looking day turning sour suddenly.

Marianne Legato, professor of clinical medicine at Columbia University, says that decoding the meaning of language appears to be a lot easier for women who use both sides of the brain, whereas men use one side. Women are also more sensitive to non-spoken expressions such as minor changes in facial expression. Her dish antenna to receive signals is of a much better make than the man's. This makes women more

likely to show compassion. They are also better than men in correctly interpreting facial expressions.

---

*Decoding the meaning of language appears to be a lot easier for women who use both sides of the brain, whereas men use one side. Women are also more sensitive to non-spoken expressions such as minor changes in facial expression.*

---

Women remember the details of conversations or arguments more, (of course this excellent memory isn't very pleasant for the partner) whereas men often forget these quite readily, making a fool of themselves. Because men are less capable at interpreting a look or a facial expression, women may need to make more of an effort to say exactly what they mean.

Men are pretty stupid in not being able to catch signals sent by women. For example if a man asks his girlfriend, 'anything wrong', and if the girlfriend says 'nothing', the man will almost definitely accept the answer as true. Nothing is wrong. When a

man is upset they quite often keep it to themselves, so if a woman says, 'leave me alone', it is easily understood by a man and can be taken quite literally. He allows her to stay alone. But that's not what she meant. What she actually meant was that he should ask her why she was sad, and patiently listen to what she had to say. But, how clumsy of him...he never understood that! Therefore, what can sometimes appear to be an insensitive act is actually the opposite, at least from a male perspective.

### **Men are poor talkers...they are always at a loss of words**

Have you noticed it is men who give enormous greeting cards (with lots of romantic bull\*\*\*\* written inside them) to their loved ones? Greeting cards manufacturers agree that most of their 'love-cards' are aimed at male buyers. Why so? Because men express themselves better in printed words...to put that more rudely; they are at a loss of words. They are dumb. They don't find the exact words to say to their girls.

Take another instance. Let's visit a women's gathering held at a friend's home. What do we expect to see (rather, hear)? Among other activities like watching telly, eating junk,



drinking gin or vodka they will be talking. In fact, they will be talking a lot. Other activities will be secondary. Alternately a men's gathering at a friend's place will be quite a silent one. Most of the guys will be drinking beer and watching television (sports, or porn). There will be hardly a word heard from them.

Check out this typical man-woman conversation:

*Gouri:* Are you through with your mail checking? Keep an eye on the watch. You got late yesterday.

*Akshay:* Hmmm.

*Gouri:* Will you take a shower now?

*Akshay:* Yeah.

*Gouri:* Don't forget to pay the credit card bill today, or you will be fined. Remember, today is 31<sup>st</sup>?

*Akshay:* Hmmm.

*Gouri:* Do you think you will be getting your paycheck today? I want to go shopping this Sunday.

*Akshay:* Don't know.

*Gouri:* Well, if you don't get your paycheck, then we'll use our credit cards. But I prefer using the debit card.

*Akshay:* I know.

*Gouri:* Do you mind if we visit Katrina and Vivek on our way back on Sunday?

*Akshay:* Nope.

*Gouri:* Very good. Then, we'll go shopping, and then visit my friend and her hubby, before returning home.

*Akshay:* Ok.

This is more or less the general trend of a very impressive man-woman communication. Men are generally more comfortable using small words like yes or no, or small sounds like 'hmmm', or 'uh huh.' Here is one more example to illustrate:

**Women's version:**

*Woman2:* Oh! You got a haircut! That's so cute!

*Why Men & Women Are North & South Poles; How To Deal With It*

*Woman1:* Do you think so? I wasn't sure when she gave me the mirror. I mean, you don't think it's too fluffy looking?

*Woman2:* Oh God no! No, it's perfect. I'd love to get my hair cut like that, but I think my face is too wide. I'm pretty much stuck with this stuff, I think.

*Woman1:* Are you serious? I think your face is adorable. And you could easily get one of those layer cuts - that would look so cute, I think. I was actually going to do that except that I was afraid it would accent my long neck.

*Woman2:* Oh - that's funny! I would love to have your neck! Anything to take attention away from this two-by-four I have for a shoulder line.

*Woman1:* Are you kidding? I know girls that would love to have your shoulders. Everything drapes so well on you. I mean, look at my arms - see how short they are? If I had your shoulders I could get clothes to fit me so much easier.

**Men's version:**

*Man1:* Haircut?

*Man2:* Yeah.

---

*Language delay is three to four times  
more common in boys than in girls.*

---

Did I tell you, men speak less than half the number of words spoken by women? Women speak on average 20,000 words a day; whereas men speak little more than just 7000. Hmmm. Girls start talking before boys when they are toddlers. Answers.com says that speech or language delay is the most common developmental disorder in children aged 3 - 16 years, affecting approximately 3% to 10% of children. It is three to four times more common in boys than in girls.

### **Why men are like that (dumb...I mean)**

How do girls explain why boys talk much less than them?

Their answer: Clowns do not talk.

Before 1960s no one was really serious about finding out how the brains of men and women make them different. In the 1960s and 1970s, the result of some experiments started pointing to the fact that men's and women's brains are indeed differently organized. It started with the work of psychologist Herbert Lansdell, who studied neurosurgical patients. Others before him had found that, in general, removing the brain's left temporal lobe interfered with speech-related skills, while removing the right impaired non-speech-related skills. Lansdell found out through his experiments that although injuries caused

*Why Men & Women Are North & South Poles; How To Deal With It*

in the brain would cause impairment of speech in women and men, women were less severely affected than men.

---

*The brain of women processes  
verbal language simultaneously  
in both the sides of the frontal brain,  
while men tend to process  
it in the left side only.*

---

Other researchers, led by Dr. Bennett A. Shaywitz, a professor of Pediatrics at the Yale University School of Medicine, discovered that the brain of women processes verbal language simultaneously in both the sides of the frontal brain, while men tend to process it in the left side only. (This is an occasion for girls to equal scores with boys, who had won the first round with better spatial skills. This calls for celebration!) This explains why injury to the left brain causes loss-of-speech in men, but not to that extent in women.

While men's brains are 10% larger on average, women's brains have more complicated and sophisticated connections that make them more efficient. There can be no doubt that male and



female brains are different stuff and that can lead to problems when we try to communicate with one another.

## **The language that men understand**

Most of us speak to our spouses just as we would speak to members of our own sex—then wonder why they don't seem to understand. Here's how to communicate more effectively with the opposite sex:

The female brain is excellent at interpreting non-speech signals that include facial expressions and tone of voice, perhaps because mothers must understand the needs of children too young to speak. When women send non-speech signals to men, women are often disappointed to find that these signals are completely ignored. They feel annoyed.

Women don't realize that the typical male brain is not skilled enough at interpreting nonverbal communications. Men are particularly bad at identifying signs of sadness in women—though men are pretty good at spotting signs of anger and aggression.

*Advice for women:* tell him in words and directly when something is bothering you, instead of beating around the bush.

*Why Men & Women Are North & South Poles; How To Deal With It*

I am afraid, putting up a sad expression or the silent treatment won't get you anywhere. It's not that he is ignoring your feelings—he is just unaware of them...he can't read them.

If a man asks you what he can do to make you feel better, tell him clearly. If you say “nothing,” he'll assume that you mean nothing and he'll do nothing. He isn't trying to hurt you—men's brains just work in a simpler, direct, literal manner. Because men often like to be left alone when they're upset, he might conclude that he is doing you a favor by giving you some space.

*Advice for men:* search for clues beyond her words when she seems unusually quiet or terse (remember, the weather becomes very quiet before a perfect storm). She might be sending signals, which you are not picking up. If you can't figure out the signals and she won't tell you what she needs, remind her that you really want to help, but it's hard for you to pick up her word-less clues.

## **Men understand one thing at a time**

If you want to successfully talk with a man, and are serious about making him understand what you want; say one thing at a time. Men get hopelessly lost if you try to tell them many

*Why Men & Women Are North & South Poles; How To Deal With It*

things at the same time. They may end up understanding nothing. For this reason they are pretty comfortable if they are given a written list of what you want them to do. Haven't you seen how they always forget the 6<sup>th</sup> item if you tell them to bring 6 things from the department store? Have you not seen how their performance improves magically when you write them a list?

Men are like archaic computers that couldn't multitask. Women are like the gen-next brand of computers that can run several programs at the same time. You will notice that a man will almost definitely lower the volume of the television or turn it off when he takes a phone call. Even sipping his coffee will stop. He cannot pay attention to the television, the caller, and also the coffee at the same time. It's too much for him. On the other hand women can continue talking with someone over the phone, watch the television, and cook....all three at the same time. That is how the male and female brains are programmed. Female brains have superior connections between the right half and the left half of the brain. Besides, female brains have particular areas for talking. Men, with inferior connections between the left and right side of the brain, have no particular area for speech. This makes them fumble.

## **More talkable facts at a glance**

- **Men are briefer in speech:** Men talk in shorter sentences (They were absent from school when longer sentences were taught).
- **Direct and indirect speech:** Men talk more directly than women. Their direct



approach of talking *Men: Tongue Tied?*

is not to be misunderstood as their rudeness. For example if a man says, “Let’s eat something now,” he is not giving out orders, nor being authoritative. He’s simply talking about his preference; what he prefers. A woman, for the same preference will perhaps beat around the bush and say something like, “Do you feel like having a pizza or something?” What she actually means is that she is hungry and wants to eat. She wants him to give company.

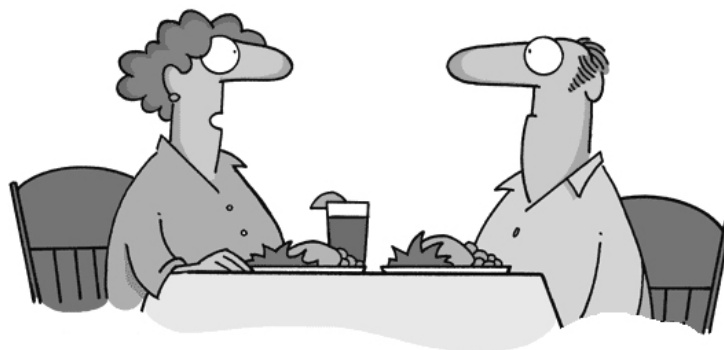
- **She likes you; she likes you not:** One positive thing about women talking more is that, if a woman is talking

to you a lot, it means she has probably liked you (I am not talking of women who call you up to sell something; they talk to you endlessly because they are paid to do so). If she has not liked you, she'll probably be silent with you.

- **Men know the dictionary better:** Though women talk more than men, men prefer to use more difficult words than women in a proper conversation. Since men use fewer words, they choose more difficult (and better) words so that one word can replace several words. For example a woman would generally say, "I like his personality, way of dressing and talking." A man would probably say, "I like her gracefulness."
- **Men speak literally; women speak metaphorically:** Men are more literal in their speech. Women speak more emotionally and metaphorically, exaggerating things beyond reality. Men take the literal sense of a woman's speech. They often protest to such exaggerations for their unreality. For example, a woman may say, "I've *never* seen anything like this before!" The man would protest, "What do you mean you *never* saw anything like this? I have seen lots of things stranger than this." He thinks she is unnecessarily exaggerating things. A more day to day

example would be, the woman saying, “You *always* hide facts from me.” A man would reply as, “I do not *always* hide facts. Tell me when I hid facts.” “You never told me she still calls you.” “Well, I did not feel it important to tell you...she called for an official reason; and that does not mean I *always* hide facts.”

- **Men are silenced by their thoughts; women are vocal by theirs:** Men generally prefer peace and quietness because many technical thoughts and planning fill up their minds that are often related to their work. Their minds keep working on solving technical problems while they are silent. They often want to remain undisturbed



**“This is the nicest conversation we’ve had in weeks.  
Let’s not spoil it by talking.”**

with their thoughts. On the other hand women think aloud. They speak out what they are thinking. If they are stressed and frustrated, they think of their frustrations vocally. This makes them the 'more talkative' sex and also gives them the blame of being 'nagging'. Thus, the woman continues her running commentary; "Oh what a day it was...first of all there was no cab for 20 minutes. Finally when I got one, there were traffic diversions. I was sooooo lucky that Sam arrived after me today, or again I would have had to bear with his lecture on punctuality. Guess what Susan said today? I was looking gorgeous. Her sister has brought some excellent lipsticks from Germany. I've got to go over to her one day..." The man tries to concentrate on his technical planning and problem solving. Since he is ghastly with multitasking; he tries in vain to do two things at a time; listen to her, and think about the problem he had been thinking about. He tries or pretends to listen with an emotionless expression. After a while he simply becomes frustrated and thinks, "Oh...why doesn't she just keep her mouth shut and give me some peace?" With slight variations this is the general story between all men and women across the world.

- **Men need to patiently listen to women rather than offer solutions:** Advice for men; to be written in bold, italics, underlined and pinned up or glued above your workstation, or saved as your screensaver, or even on your toilet door (so that you can stare at it while relieving yourself): do not try to offer solutions to your spouse (or girlfriend, or whatever) when you think she is complaining about ‘problems’ in her life. You are being misled to think (like all other men) that she wants a solution from you. Really, she wants none. Why do men prefer to be left in peace is explained by the fact that men misunderstand women’s communications in thinking that he is being approached to solve her problems. In fact, women love to talk their heads off about their ‘problems’ to men. It is their style of getting rid of stress. They just want to communicate; and do not expect a solution. A man however misunderstands this as he is being asked to solve her problems. Men interpret women’s communication in this way since their higher spatial ability makes them take up the job of solving mathematical, mechanical and other problems voluntarily. When a woman starts to talk of everything that happened throughout her day, he hears her talking of



a series of problems. He tries to offer solutions, and ultimately loses track when bombarded with too many problems. He starts feeling irritated and looks for solace. Truly, when a woman talks of her problems, all a man has to do is shut up and listen patiently, without offering solutions. For women, talking of their problems to someone is a form of stress-relief. They feel interrupted if men try to offer solutions. They need no solutions; they need to talk.

- **Expressions: Women > Men:** Women's faces show more expressions. They keep changing like Las Vegas lights. Men also show expressions...much like the expressions of the big dumb dolls displayed at the windows of garment shops. Doesn't mean however, that men don't have emotions. They cry as well...but normally not in front of anyone. The expressions of men are much more reserved than women. Even when a man is enjoying, often that does not reflect much on his face. It does not light up like a woman's. His facial expressions of joy and sorrow aren't very different.
- **Men prefer shriller voices:** Men prefer shriller voice in women that would sound like a small girl, because it instigates in him the urge to protect her. Heavier voices in

women may repel men, but work well in dominating them. Heavier voices are thus best suited for female bosses and executives. You can try manipulating your voice in this manner: lower your head slightly while you speak, and you'll get a heavier, bossy voice; raise your head, or lean it slightly behind to get the voice of a bubbly young girl. Women prefer baritone. Voice is also affected by testosterone levels. Higher testosterone levels give naturally heavier voices in men and women. Lower testosterone levels give shriller voices.

- **Men hate and women love to be interrupted while they are talking:** Men hate to be interrupted while they are saying something that they think is important. Tolerating interruption is not in their grammar-book. Thus, avoid interrupting a man when he finally opens his mouth (you know, men are lazy to speak). Men only interrupt when they are in an argument. Women on the other hand are in the habit of interrupting each-other. That is again their style of talking. They love it that way. This is how you should ideally talk with a woman:

*She:* Guess what? There was a huge queue at the music store counter, because of the new album release.

*Why Men & Women Are North & South Poles; How To Deal With It*

*You:* Oh really?

*She:* Yeah. It took me full 15 minutes to go up to checkout.

*You:* Good gracious! How did you manage to wait so long?

*She:* I met Sunny's sister. I was talking to her.

*You:* Oh yeah? What's she doing now?

*She:* Oh she's become very charming. She had a boyfriend with her.

*You:* So, what's she doing nowadays?

*She:* Some fashion designing course. She might be going to Paris later this year with her collection. She invited me to see her creations one day.

*You:* Oh. Er...what's there for dinner?

## **Men hear less as well**

### **What a woman says:**

This place is a mess! C'mon,  
You and I need to clean up,  
Your stuff is lying on the floor  
and you'll have no clothes to wear  
if we don't do the laundry right now!

**What a man hears:**

blah, blah, blah, blah, **C'MON**

**YOU AND I** blah, blah, blah

blah, blah **ON THE FLOOR**

blah, blah, blah, **NO CLOTHES**, blah

blah, blah, blah, blah, **RIGHT NOW!**

Wives are always vocal in complaining that their husbands do not listen to them. There may be a ring of truth in the female complaint that men never seem to listen to a word they say, like naughty boys who don't listen to their mothers. As I said before that the talking and hearing abilities of men are limited to the left half of their brains only. This means men listen with half their brain, while women use both sides.

---

*It is however sometimes deceptive for women to understand whether a man is listening, since he shows no expression on his face. It may happen that the man doesn't seem to listen, but is actually listening to her.*

---

*Why Men & Women Are North & South Poles; How To Deal With It*

It is however sometimes deceptive for women to understand whether a man is listening, since he shows no expression on his face. It may happen that the man doesn't seem to listen, but is actually listening to her.

A listening study of 20 men and 20 women found men use the left side of the brain - traditionally associated with understanding language - to listen to conversations. But women also used the right side. The study used functional magnetic resonance imaging (fMRI) to measure brain activity by producing multi-dimensional images of blood flow to various parts of the brain. Participants listened to excerpts from John Grisham's novel *The Partner*, while researchers monitored reactions. The research found women were listening to the novel more than men. Men proved to be bad listeners like the naughty back-benchers in a classroom.

Dr Joseph T Lurito, assistant radiology professor at Indiana University School of Medicine, said: "I don't want to provoke a battle of the sexes. I just want people to realize that men and women may process language differently." Presenting evidence at the Radiological Society of North America's annual meeting, he suggested that women could listen to two conversations at

once. This explains why women can listen to the telephone caller and the television anchor at the same time. Men can't.

### **The medicine that works to switch a man into action**

Men don't hear; they ignore what you say; right? Is there no way to get him do what you want him to? Sure there is, and I am going to teach you that.

Just change the way you request him. Instead of asking him, *"Please bring my trousers from the tailor,"* (which he ignores, because he doesn't hear it properly and ultimately forgets), tell him, *"Can you bring my trousers from the tailor on your way back?"*

While the former approach has no challenge, the latter gently challenges the man. He interprets the request, *"Can you bring my trousers from the tailor on your way back?"* as, *"Do you have the ability to bring my trousers?"* Man being the modern version of hunters and warriors are pretty serious about challenges. He will take it as a challenge and give it much importance—do I have the ability to bring your trousers? I sure do. And he brings it. Just use the 'can you do it' tone in your request and see how the formula works to make him listen.

## CHAPTER 6

# *Why His Attitude And Thinking Differs From Her's*

### **Why men and women divorce**

A judge was interviewing a woman regarding her pending divorce, "What are the grounds for your divorce?"



**"We met, fell madly in love, got engaged, had a lovely wedding and honeymoon. Then things turned sour, we grew bitter, separated and divorced. It was quite a busy weekend!"**

She replied, "About four acres and a nice little home in the middle of the property."

"I mean," he continued, "What are your relations like?"

"I have an aunt and uncle living here in town, and so do my husband's parents."

He said, "Do you have a real grudge?"

"No," she replied, "We have a two-car carport and have never really needed one."

"Please," he tried again, "is there any infidelity in your marriage?"

"Yes, both my son and daughter have stereo sets. We don't necessarily like the music, but the answer to your question is 'yes'."

"Ma'am, does your husband ever beat you up?"

"Yes," she responded, "most days he gets up earlier than I do."

Finally, in frustration, the judge asked, "Lady, why do you want a divorce?"

"Oh, I don't want a divorce," she replied. "I never wanted a divorce. It's my husband. He says he can't communicate with me."

Partnerships fail; be it a business partnership, or marriage. Reasons can be many. But the dominating reason going by



statistics seems to be that a man wants to see his partner and family happy. He feels satisfaction and pride from the thought that he has been able to keep his partner and family happy. He has to be confirmed that he has been able to keep her happy and satisfied. He starts drifting away when he feels that he hasn't been able to make her happy. If he finds someone who gives the impression that she is satisfied with him, he gets drawn to this new partner. But again it is a trend and not necessarily true for all divorces.

Women being more emotional than men, look for emotional support from men. If she feels a lack of emotional support or emotional dissatisfaction, she may stray away. Men need to focus more on giving their partner more emotional fulfillment.

### **Why men dominate the remote control, why they read newspapers**

They do. Except one or two countries like Venezuela (where women dominate remote controls while knitting), it is men who have the television (and other) remote controls in their hands. It is also popularly said about men that they mindlessly flick through channels. It is though not an exclusively male behavior, but the reason for it is obvious; the vast majority of

*Why Men & Women Are North & South Poles; How To Deal With It*

what's on television is so unintelligent content, that men are forced to keep changing the channels just to escape the content. It is a type of psychological defense mechanism. Men however do not 'flick channels' when watching news or their favorite sports event, for example. And any man who lives with a woman knows that it is predominantly her abode. Her taste and items of her selection dominate the house more than the man's. If she likes her photograph to hang in the living room, it will hang; if she does not like an old painting, it will be thrown out. If there is some evidence within the household that he lives there, he's pretty lucky. So the man dominates the television to prove his existence in the household.

Besides, the male brain is always engaged in solving problems. He takes the occasions of channel flicking and newspaper-reading as his escape or break from his own problems, and knowing about others'.

Men need to realize that the remote control is not his private property; neither does everyone in the family enjoy his sports or news sessions. If there is only one television in the family, make a timetable of who will watch what from what time to what time, so that everyone gets a fair chance. Women also need to realize it is his way of relaxing.

*Why Men & Women Are North & South Poles; How To Deal With It*

Now, here is a funny little anecdote about men and their dominance over the remote control: The cashier asked the woman at the counter, "Cash, or card?" after folding items she wished to purchase. As the woman fumbled for her wallet, the cashier noticed a remote control for a television set in her purse. "Do you always carry your TV remote?" the cashier asked. "No," she replied. "But my husband refused to come shopping with me, so I figured this was the most evil thing I could do to him."

Here's another: What's the best way to force a man to do sit ups? *Put the remote control between his toes.*

## **Why men don't show emotions**

Men are like....Mascara. They usually run at the first sign of emotion!

Why? Let's rewind. Let's go back to the prehistoric age when our forefathers were hunters and warriors. The emotional sissy men found it difficult to cope with their work of killing and bloodshed. You cannot be a hunter or a warrior, if the sight of blood gives you a heart attack or nausea, can you? They were also scolded and punished by the seniors of the tribe or family for 'unmanly' behavior. Thousands of years of the repetition of

this, gradually wiped the delicate emotions of men. They did not weep to see someone die in front of their eyes. Even today boys are scolded for crying if they injure themselves while playing in the field. Either the father or the coach rebukes them for crying, even hurling teases. This hardens the emotions of emotionally weaker boys, and by the time they grow up, they are shaped up in a manner that they express their emotions rarely. Even if you check out their taste of reading or TV-watching, you will notice stuff with emotional content like romantic novels or daily soaps do not appeal them. Men read nonfiction (thrillers among fiction), watch news and sports which have little emotional content.

---

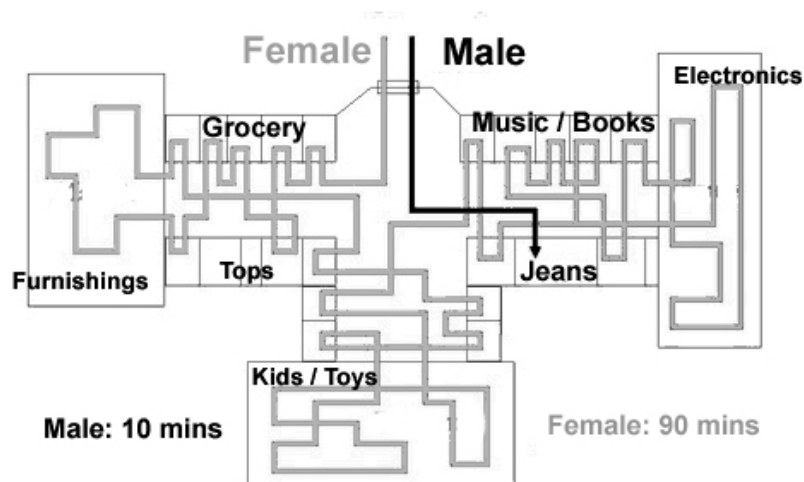
*Even today boys are scolded for crying if they injure themselves while playing in the field. Either the father or the coach rebukes them for crying, even hurling teases. This hardens the emotions of emotionally weaker boys.*

---

Interestingly, it is not that they are emotionless. They just think showing it is a sign of weakness. Thus if you feel your man is not enough emotional, the problem is not with him alone, and you are not the only sufferer.

## **Why men hate shopping**

It's not exactly that men hate shopping, but when men go with women, they hate shopping, because if men want to buy something, they spend little time in choosing the item. The moment he gets the stuff he was looking for, he purchases and goes back to home.



*Mission: going to Big Bazaar to buy a pair of jeans (man & woman)*

*Why Men & Women Are North & South Poles; How To Deal With It*

If he is with a woman, the woman takes a lot of time in choosing; she will select a number of stuffs and select one out of them; she is always confused about choosing it, whether it will suite her. She will keep on asking men, how is this, how is that on me? In between she also tries food somewhere. And yes more important, she will keep on looking for the items in the shop for which she hasn't gone for, and sometimes she will also remember other items to buy along with what she is supposed to buy first. These are some of the reasons why men become impatient and even irritated while shopping with women.

Scientifically speaking men are target oriented. Even from his hunting days he was chasing targets. Modern man also works excellent if you give him a target or aim. Even their sports are mostly shooting at targets. They are not comfortable with missions that have no aim or target. That is exactly why men cannot loiter aimlessly with women for shopping. Men are somewhat happy to take a woman with him to shopping if his aim is to take her help in choosing what he has to buy. Often women are better judges about what suits men.

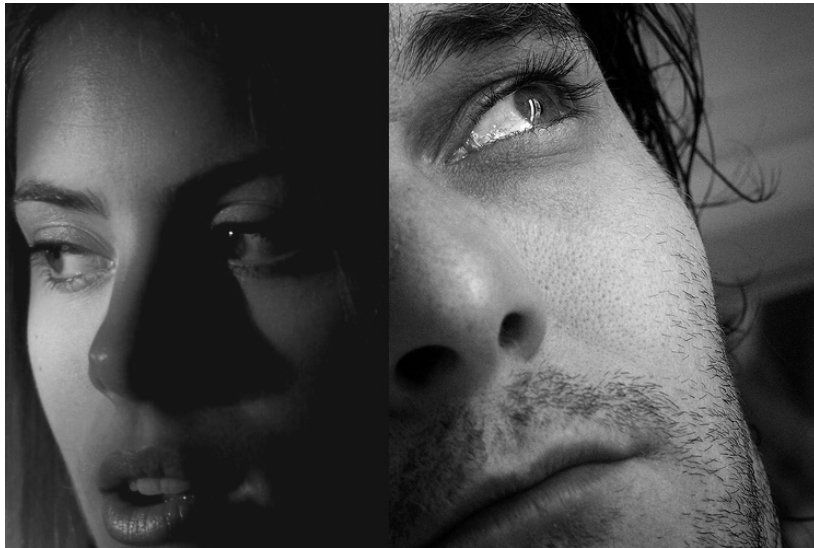
The trick to make a man go shopping with you without irritating him is to give him specific targets. Tell him that you

*Why Men & Women Are North & South Poles; How To Deal With It*

are to go to this and this place and buy this and this and return by this time. Now that sounds like specific targets. He'll be a lot more comfortable shopping with you with these targets in his head.

### **Why men dislike their criticism or to be pointed out that they are wrong**

The history of man shows him as a fighter, throughout. His life was always full of challenges, and for him survival was an



ongoing battle. Each day he woke up to think 'this is my last day', and went to sleep, thanking God for being alive. He could not afford to lose; because losing meant going without food or even death. Man always had to be the winner; he had to be

correct in his judgment. As a result his brain evolved in a manner that still maintains the 'fighter' inside him, who can't accept defeat. He cannot accept that he can be wrong (this explains why man cannot easily say 'I am sorry'; apologizing means accepting the fact that he is wrong). This is interpreted as *male ego*, by women. For example if a man fails to repair a leaking pipe, and the wife decides to call a plumber; it may hurt the man's ego. He may take it as his failure in front of his wife, and may keep insisting like a stupid stubborn creature that the repair can be done by him.

### **Why men are morons in finding their things**

It's a paradox that the hunters fail to hunt down their things back home. The ones, who solve complicated mathematical problems, repair broken remote controls and change car tyres at home with ease, prove to be morons when it comes to locating their keys, correct socks or the guava jam in the refrigerator. Are guys nuts?

Well, they aren't; it's their eyesight that betrays and plays pranks. Guys have a narrow range of eyesight that enables them to get a clear vision in front of them upto a long range;



much like a telescope. They are pretty bad in seeing what is happening around them. Girls on the other hand have the opposite type of eyesight. They have a panoramic vision, which allows them to see everything happening around them clearly. As a result, funny though it may sound, men cannot locate a lot of things that are lying right in front of them; which keep lying there till a woman comes and locates them very easily, saying, “Here is your watch, right behind your butt.”

## **Eating out**

One thing common in men and women about eating out is that both look forward to it. None is opposed to the heavenly idea. Yet attitudes of men and women differ even whilst eating out. While women see it as a social way of creating bonding and an opportunity to discuss and share their problems, men see eating out as a break and relief from the routine, and a convenience. Eating out means, no buying things from the department store, no cooking, no arranging table, no dishwashing for men. At the restaurant women start calculating when they get the bill; men just glance at it, and pull out their wallet. Men prefer a seat from where they can see the door or outside. This is because men feel uneasy if they sit with their back to the door; if they cannot see who are entering and who are leaving. Thousands of

years of guarding the cave-entrance has made men instinctive guardians, who would prefer to watch the door.

## **Who's talking what**

Paradoxes are ample in this world. Men are drawn to pornographic materials more than women are, and are more enthusiastic about collecting porn; but it's an irony that men talk less about sex with their friends. It is women who discuss their sex life in great graphic details in their friend-circle rather than men. A man cannot imagine discussing how he has sex with his partner, in his friend circle; but women do. Women talk about friends more than men do. Since women talk more about friends in friend-circles, it often leads to criticizing people, and dissecting their characters like one would dissect a frog in a wax tray. Men talk about their work and sports more than women do.

## CHAPTER 7

# *Love and Marriage: Different Approach*

### **Opposites Attract?**



*Opposites attract?*

Does a slender, sexy girl ever get attracted towards a fat guy? Yes, very much...in comedy movies; but alas, not so much in real life. The traditional theory of 'opposites attract' in case of men and women choosing their partners has been laughed at and sent packing by a more recent theory.

The theory that 'opposites attract' is a myth, say a group of U.S. scientists who have found men and women are more

likely to choose partners who are similar -- or they believe are similar -- to themselves. Both sexes are most likely to attract individuals who look like them and have the same wealth, social status and share the same outlook towards family and fidelity, the new research suggests.

The new research indicates that an ideal match is more important and marriage between equivalent people has the best chance of success, say the scientists from Cornell University in New York. They believe too many differences between a couple causes instability. If one partner is better looking or has a higher social status, they may be tempted to "trade up" and find a better quality match, say the scientists. Between similar matches there was less chance of breaking apart and therefore more stability to bring up children.

---

*The new research indicates that an ideal match is more important and marriage between equivalent people has the best chance of success.*

---

*Why Men & Women Are North & South Poles; How To Deal With It*

The results were based on questionnaires by 978 students aged between 18 and 24. Respondents were asked to rank the importance they placed on 10 attributes in a long-term partner. The students were then asked to rate themselves based on the same attributes. The attributes were grouped into four "evolutionary relevant" categories which were: wealth and status, family commitment, physical appearance, sexual fidelity.

The scientist found men and women who rated themselves highly were more selective than those who did not. Attributes that individuals rated highly in others, they also rated as important in themselves. The findings explain why marriages between similar matches were more popular and successful than non-matching or odd couples.

"From the public's perspective, our results suggest that individuals seeking stable long-term relationships should not seek the highest quality partner available, but should simply look for partners who are similar to themselves," they said. The findings were published in the journal *Proceedings of the National Academy of Scientists*.

*Why Men & Women Are North & South Poles; How To Deal With It*

However differences to an extent are good for a relation; since too many similarities among couples may become boring for a relation.

### **Men don't fall in love with their bosses; women do**

A man would talk well with her, behave courteously, work excess hours for her, but will almost never fall in love with his attractive boss of the opposite sex. But a woman would.

Men are more likely to fall in love and want to marry women who are their assistants at work rather than their colleagues or bosses, a study finds. The study, published by the *Evolution and Human Behavior* journal, highlights the importance of relational dominance in mate selection and discusses the evolutionary utility of male concerns about mating with dominant females.

"These findings provide empirical support for the widespread belief that powerful women are at a disadvantage in the marriage market because men may prefer to marry less accomplished women," says Stephanie Brown, lead author of the study and a social psychologist at the Institute for Social Research (ISR).

For the study, 120 male and 208 female undergraduates were tested by asking them to rate their attraction and desire to affiliate with a man and a woman they were said to know from work. "Imagine that you have just taken a job and that Jennifer (or John) is your immediate supervisor (or your peer, or your assistant)," study participants were told as they were shown a photo of a male or a female. After seeing the photo and hearing the description of the person's role at work in relation to their own, participants were asked to use a 9-point Likert scale (1 is not at all, 9 is very much) to rate the extent to which they would enjoy going to a party with Jennifer or John, exercising with the person, dating the person and marrying the person.

---

*Weakness enhance  
female attractiveness. Strength  
makes them unattractive to men.*

---

The study found that males, but not females, were most strongly attracted to subordinate partners for high-investment activities such as marriage and dating. Brown explained that the pattern is so because males preferred long term relationship with subordinates since they believed that infidelity will be

higher in their partners if their investment in the relationship is higher.

The researchers say that the current findings are consistent with earlier research showing that expressions of weakness enhance female attractiveness. Strength makes them unattractive to men. "Our results also provide further explanation for why males might attend to dominance-linked characteristics of women such as relative age or income, and why adult males typically prefer partners who are younger and make less money."

### **Eight personality qualities that win women like magic**

- Women respond to certain men by default, mostly for the man's personality, communication, achievements, etc. - not so much for his looks. C'mon, don't grumble if you look like Tom Cruise. Looks are an added advantage; they attract teenager girls for them to develop a crush on you; but good looks are not nearly as important in the long run as *personality* in case of mature women near your age.



*Why Men & Women Are North & South Poles; How To Deal With It*

- These personalities can be divided into two basic groups: *The Lover* and *The Contributor*.
- Women respond to *Lover* personalities quickly.
- Women also respond to *Contributer* personalities but slower; makes the man prove that he will stay loyal for the long run.
- There are also several 'unsuccessful' personality types. These guys are not attractive to most women and have a tough time finding a partner (alas!).

These are the two mental roads; *Lover* (short term) or *Contributer* (long term). If you get on one road, it's hard to get off. So choose wisely.

For each of the two successful personality types, there are four variations. These are created by combining the factors of 'dominant vs. submissive' with the basic personalities. This brings the total to eight sub-types that are successful with women. Take a look at the eight personalities with the appeals that they have to women:

**Lover Personalities**

- **The bad boy** (symbolizes danger) Someone who's dangerous and thrilling to be around; women like them for sure.

- **The adventurer** (symbol of fun) Someone who's fun and exciting to be around; women don't get attracted to nerds and geeks
- **The Seducer** (sex) Someone who is sensual and sexy and tickles her urge for sex.
- **Artist (Musician/singer, writer)** (emotion) Someone who moves her emotions and is enigmatic and symbolizes talent.

### **Contributor Personalities**

- **Successful Guy**

(resources)

Someone who provides a great lifestyle and stability. Has a stable, successful career.

- **Daddy** (control)

Someone who tells her what to do and controls her like her father; makes her feel like a small girl.



*Why Men & Women Are North & South Poles; How To Deal With It*

- **Regular Guy** (loyalty) Someone who is down to earth, loyal and stable; doesn't mess around.
- **Pampering guy** (her boy) Someone who gives her whatever she wants; almost spoils her (not literally).

Most of the women in this world will respond to *all* of these personalities to one extent or another.

## **Seven Qualities that win men like magic**

**Charm:** All women do not resemble Salma Hayek or Penelope Cruise, yet there is something about them that wins men's hearts. What's that? What is that quality in a woman that draws men to those women who may not be otherwise very good looking. No marks for guessing the correct answer; it's their charm, grace, personality.

**A good body:** Men are attracted to good bodies and curvy shapes since prehistoric time. It has been found out from study that the waist : hip measurement ratio for women should be 7 : 10 in order to pop the eyeballs of men from their sockets. In general men like slender bodies with slightly large bust.

**A beautiful face:** From Cleopatra to Aishwariya Rai; beautiful faces win the hearts of men effortlessly. While this is not the top priority; it is helpful to admit that men find women who please their eyes.

**Honesty & trust:** Men may be easily attracted to sizzling hot, wild females; but he will not take her home. Men choose trustworthy women for long-lasting relationships. Men want someone they can confide in. The most successful relationships are built upon trust, candor and honesty; anything else is equivalent to building a house on quicksand.

**Sense of humour:** This will forever remain a priority for any man. Men need a woman who will put a smile on their faces when things are gloomy. Men don't like geeks for their partners.

**Intelligence & confidence:** Previous generations probably preferred a smart woman - not just book smart, but also street smart. But truth be told - many men did not want an overly smart woman; after all, it would be too hard to tame and control her. So, intelligence is needed, but in small quantities.

*Why Men & Women Are North & South Poles; How To Deal With It*

**Ambition & drive:** If a partner is what a man seeks, then he will have to find a woman who will challenge him and stir him emotionally. So, a perfect woman is one who is not afraid to pursue her dreams and goals in life.

## APPENDIX 1

### *Pin-Up-Lists*



#### **Men's rules**

**Handy during fights; to be pinned up on her wall or to be slipped into her room, from under the door.**

- ✓ Women, learn to work the toilet seat. You're a big girl. If it's up, put it down. We need it up, you need it down. You don't hear us complaining about you leaving it down.
- ✓ Birthdays, Valentines, and Anniversaries are not considered by us to be opportunities to see if we can find the perfect present . . . again!
- ✓ Sometimes we are not thinking about you. Live with it.
- ✓ Sunday = sports. It's like the full moon or the changing of the tides. Let it be.

*Why Men & Women Are North & South Poles; How To Deal With It*

- ✓ Don't cut your hair. Ever. Long hair is always more attractive than short hair. One of the big reasons guys fear getting married is that married women always cut their hair, and by then you're stuck with her.
- ✓ Ask for what you want. Subtle hints do not work! Strong hints do not work! Obvious hints do not work! Just say it! Men are not mind readers.
- ✓ We don't remember dates. . . .Period!!
- ✓ Most guys own three pairs of shoes - tops. What makes you think we'd be any good at choosing which pair, out of thirty, would look good with your dress?
- ✓ Yes and No are perfectly acceptable answers to almost every question.
- ✓ Come to us with a problem only if you want help solving it. That's what we do. Sympathy is what your girlfriends are for.
- ✓ A headache that lasts for 17 months is a problem. See a doctor.
- ✓ Anything we said 6 months ago is inadmissible in an argument. In fact, all comments become null and void after 7 days.
- ✓ *Beer* is as exciting for us as handbags are for you.

*Why Men & Women Are North & South Poles; How To Deal With It*

- ✓ If you think you're fat, you probably are. Don't ask us.  
We've been tricked before!!
- ✓ If something we said can be interpreted two ways, and one of the ways makes you sad or angry, we meant the other one.
- ✓ Let us ogle. We are going to look anyway; it's genetic.
- ✓ You can either ask us to do something or tell us how you want it done. Not both. If you already know best how to do it, just do it yourself.
- ✓ Whenever possible, please say whatever you have to say during commercials.
- ✓ Christopher Columbus didn't need directions, and neither do we.
- ✓ The relationship is never going to be like it was the first two months we were going out. Get over it. And quit whining to your girlfriends.
- ✓ ALL men see in only 16 colors, like Windows default settings. Peach, for example, is a fruit, not a color. Pumpkin is also a fruit. We have no idea what mauve is.
- ✓ If it itches, it will be scratched. We do that.
- ✓ We are not mind readers and we never will be. Our lack of mind-reading ability is not proof of how little we care about you.



*Why Men & Women Are North & South Poles; How To Deal With It*

- ✓ If we ask what is wrong and you say "nothing," we will act like nothing's wrong. We know you are lying, but it is just not worth the hassle.
- ✓ If you ask a question you don't want an answer to, expect an answer you don't want to hear.
- ✓ Don't ask us what we're thinking about unless you are prepared to discuss such topics as navel lint, the shotgun formation, or monster trucks.



## **Women's rules**

**Handy during fights; to be pinned up on his wall or to be slipped into his room from under the door.**

- ✓ The Female always makes the rules.
- ✓ The rules are subject to change at any time without prior notification.
- ✓ If the female suspects that the male knows all the rules she must immediately change some or all of them.
- ✓ The female is never wrong.
- ✓ If the female is wrong it is due to a misunderstanding which was a direct result of something the male said or did wrong.
- ✓ If the last rule applies the male must apologise immediately for causing the misunderstanding.
- ✓ The female may change her mind at any time.

*Why Men & Women Are North & South Poles; How To Deal With It*

- ✓ The male must never change his mind without the express written consent of the female.
- ✓ The female has every right to be angry or upset at any time.
- ✓ The male must remain calm at all times, unless the female wants him to be angry or upset.
- ✓ The female must under no circumstances let the male know whether or not she wants him to be angry or upset.
- ✓ The male is expected to mind read at all time.
- ✓ The male who doesn't abide by the rules lacks backbone and is a wimp.
- ✓ The female is ready when she is ready.
- ✓ The male must be ready at all times