



## Simply Irresistible: The Psychology of Seduction - How to Catch and Keep Your Perfect Partner

By Raj Persaud

Transworld Publishers Ltd. Paperback. Book Condition: new. BRAND NEW, Simply Irresistible: The Psychology of Seduction - How to Catch and Keep Your Perfect Partner, Raj Persaud, As psychology advances its understanding of the mind and brain, perhaps the last remaining bastion of mystery about why we do what we do relates to love and attraction. However, recent research suggests that even the mysteries of attraction are being revealed - which is great news for those amongst us who would rather not leave seduction to chance. In this illuminating follow-up to his acclaimed bestseller, "The Motivated Mind", Dr Raj Persaud draws on the very latest research to show not only how to increase your attractiveness generally, but how to become absolutely irresistible to anyone. For example, do you know that experiments on dating can predict with over 80 per cent accuracy who will be attracted to who by whether just a few simple conversational strategies are used on a date? why abnormally low lighting is strongly associated with romance, why women wear blusher on their cheeks, or lipstick to enhance their pouting lips? Or that seeking to be agreeable on a date is not actually the most attractive or successful strategy to use....



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