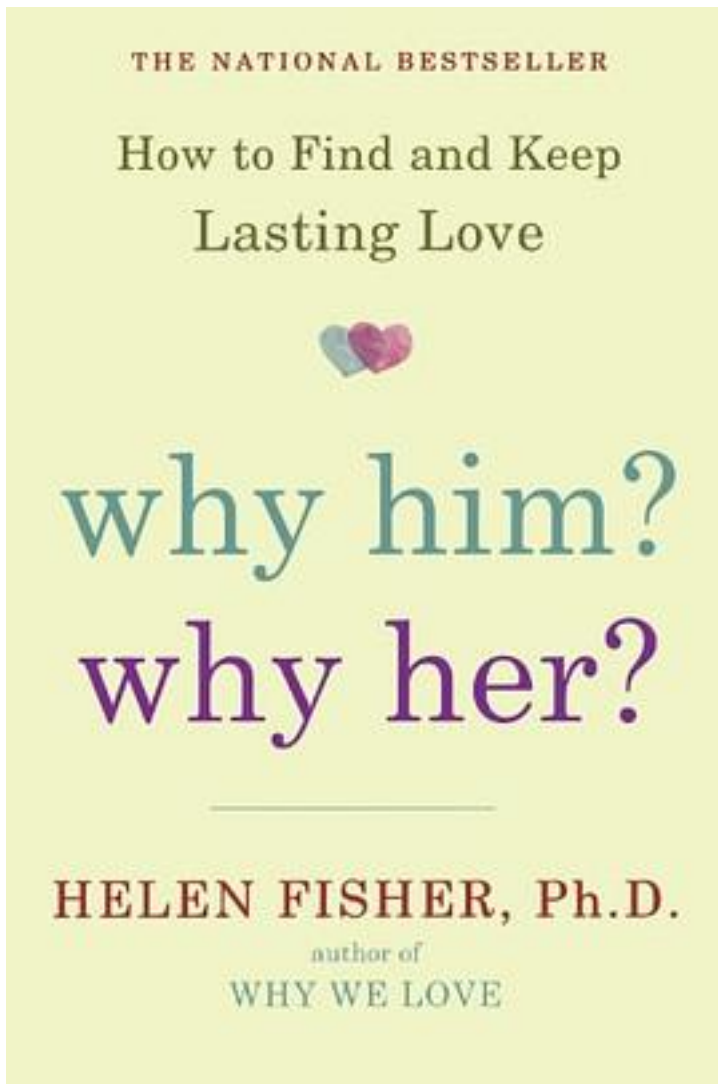


Why Him? Why Her?



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著者:Helen Fisher

出版者:Holt Paperbacks

出版时间:2010-1-5

装帧:Paperback

isbn:9780805091526

The national bestseller that shows you how a better understanding of who you are will help you find and keep the love you wantHelen Fisher can often tell, almost instantly, the hidden strengths and weaknesses in a relationship that are likely to keep a couple together or pull them apart. The words they choose, their facial structure and body language, even their doodles and where they live give strong clues to their personality type. After three decades of studying romantic relationships, Fisher has discovered that your dominant personality type guides not only who you are but who you love. "Why Him? Why Her?" provides a new way to understand relationships, whether you're searching for one or eager to strengthen the one you have. Beginning with a scientifically developed questionnaire to determine your prevailing personality type, Fisher tells you not only what type of person you might have chemistry with but how to find them, attract them, and keep them. Once you know the personality profile of the partner you're with--or hope to find--you can use your knowledge of how your types match up to improve your love life. More than seven million people in forty countries have learned Fisher's techniques and are using these tools to make and keep lasting romantic connections. Based on proven results, this groundbreaking book goes beyond theory to show that the complex nature of romance isn't so complicated once you truly understand yourself and others. Provocative and illuminating, Fisher's book deserves to be read by everyone looking to be loved for who they really are.

作者介绍:

海伦·费雪博士 (Dr.Helen Fisher)：著名的人类学家，美国新泽西州罗格斯大学人类进化研究中心教授，美国自然历史博物馆助理研究员，全球研究两性关系的顶尖专家之一。她还是世界最大的在线约会网站match.com的首席科学顾问。

她出版过四部有关两性情感的书籍，发表过大量相关文章，作品被翻译成19种语言，风靡全球。她还在广播和电视节目中做主持人或嘉宾，比如，BBC、第四频道和奥普拉脱口秀。

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标签

人类学

爱情

心理学

Fisher

两性

Helen

美国文学

社科

评论

和其他性格测试一样，这套测试有很大的缺点：一个人很难完全被归入其中一种，更多人是兼具四种特质，只是在生活的不同方面会呈现出不同的特质来。但作者就一门心思拿这一套分类法来套人际交往，尤其是其中最赚钱的婚恋产业，用各种理论来把话说圆了，讲这四种特质的人如何搭配、有哪些优缺点等等。
我感觉即便是按照脑部分泌的多巴胺、血清素、睾丸素和雌激素这样有科学依据的成分来分类，也十分以偏概全，不科学指数和占星没什么差别。作者一直在用自己的这套理论在婚恋市场游走，真是懂得赚钱啊。

Very good and interesting work.

Good to know. 开拓者/协调者

虽然主打找对象，但对了解个人总体特质也是有帮助的。Builder/Negotiator.

她的这个性格测试蛮有意思的，测了周围的小伙伴，完全很好玩

还在前一份工作的时候读的 从ted上看到她的演讲所以买来看 怎么说呢
所有试图用一个命题来套用所有心理学现象(这里是用一个命题来套用爱情了

跟隔壁那个阿德勒似的)都是比较反智的做法 不过作者语言很流畅很易读
用来打发时间是挺好的

很好玩

看完我得出的结论就是，以后男朋友要找无名指比食指长的，比较man

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书评

由于不可以放图片，我就放在豆瓣相册了。
此书没有精读的必要时，2小时概览，我做了思维导图，分享给大家。 以下是链接：
<http://www.douban.com/photos/photo/2263903670/large>

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