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Carton Qty: 40

Selling Territory: USCOM  
60,000

On Sale: 10/27/2009

Pop Culture

pb 9780061911699

\$16.99 (\$21.99 CAN)

384 pages; 5 5/16 x 8

## Rules of the Game

Neil Strauss

Neil Strauss's *New York Times* bestselling box set *Rules of the Game*—a unique how-to guide for pickup artists (*The StyleLife Challenge*) and a volume of *Game* stories (*The Style Diaries*)—now packaged together in a single paperback edition with new bonus material

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If you want to play the Game, you've got to know the Rules.

In his international bestseller *The Game*, Neil Strauss delved into the secret world of pick-up artists—men who have created a science out of the art of seduction. Not only did he reveal the techniques that they had developed, but he became a master of the Game, and the world's No. 1 PUA, as Style.

In the *New York Times* bestselling *Rules of the Game* Neil returns to the art of seduction to offer two remarkable takes on the seduction lifestyle: *The Stylelife Challenge* and *The Style Diaries*. *The Stylelife Challenge* is the manual Strauss thought he'd never write: the ultimate guide to landing the woman of your dreams. Offering an in-depth 30-day program, Strauss challenges readers to confront their insecurities and overcome them through a process of rigorous self-examination, briefings, and field missions. The second, *The Style Diaries*, takes readers into the dark side of the Game, offering a series of tales of seduction and sexual (mis)adventure. From accidentally getting married during a drunken night in Reykjavik to luring a famous musician's granddaughter into a threesome,...

### Marketing Campaign

- National Broadcast Campaign
- Radio Media Tour
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- Official Author Website: NeilStrauss.com

### Author Bio

Neil Strauss is the author of the *New York Times* bestsellers *The Game* and *Rules of the Game* as well as *Emergency* (Harper Paperbacks, 3/09). He is also the coauthor of three *New York Times* bestsellers—Jenna Jameson's *How to Make Love Like a Porn Star*, Mötley Crüe's *The Dirt*, and Marilyn Manson's *The Long Hard Road Out of Hell*—as well as Dave Navarro's *Don't Try This at Home*, a *Los Angeles Times* bestseller. A writer for *Rolling Stone*, Strauss lives in Los Angeles and can be found at [www.neilstrauss.com](http://www.neilstrauss.com).