



The Case for Falling in Love: Why We Can't Master the Madness of Love -- and Why That's the Best Part

By Mari Ruti

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Praise for *The Case for Falling in Love*

"Why play 'hard to get' when you can just get what you want? Mari Ruti's lively research, from Plato to Freud to *Gossip Girl* to her own bedroom, finally puts an end to playing games, and provides a resource for lovers and the love-scorned alike. A must-read for anyone who has ever fallen in love, wants to, or wants to know what went wrong."

-Arianne Cohen, creator of TheSexDiariesProject.com

"At last, a relationship advice book that will actually work. If you're intelligent, interested in love, and like a book you can't put down, this is it. John Gray, move over. The brilliant Mari Ruti has arrived."

-Juliet Schor, professor of sociology, Boston College, and author of *Born to Buy* and *Plenitude: The New Economics of True Wealth*

"Groundbreaking...Ruti opens the eyes of her readers so that they can love better...A must-read."

-Nancy Redd, *New York Times* bestselling author of *Body Drama*

"Finally, a book that takes love seriously. Written with passion and verve...I wish I had read this book years ago!"

-Sean Carroll, author of *From Eternity to Here: The Quest for the Ultimate Theory of Time*

Are you tired of reading book after book and playing game after game, trying to avoid heartbreak? It seems impossible, and maybe that's because you can't lock up your heart like that-not if you want the real thing. And maybe that's one of the best things about love.

We've been thinking about it all wrong. Our culture's insistence that women need to learn how to catch and keep a man is actually doing much more harm than good. The more we try to manipulate our relationships, the less we are truly able

to experience love's benefits and wonders.

Love is a slippery, unruly thing, and trying to control and manage it robs us of its delicious unpredictability.

Sure, letting go of the reins a bit might mean a broken heart, but heartbreak, in fact, offers a wealth of possibilities-creativity, wisdom, and growth-that we need in order to make the most of our lives.

Liberating for women who are frustrated by the idea that they just need to learn the right "formula," *The Case for Falling in Love* shows that there *isn't* a method to mastering the madness of love. But that might be *exactly* what's so wonderful about it.

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Editorial Review

From Publishers Weekly

Starred Review. According to Ruti, the leaky boat in the turbulent sea of romance self-help is that men and women are different; in order for women to attract men, these books suggest, women must hide their power, feelings, or desires and manipulate men into new ways of thinking. The Harvard-educated Ruti urges women to ignore this advice and redefine how they look for love, what they look for in love, and even why they look for love. Instead of using strategies based in soft science or "emotional intelligence," Ruti taps sources ranging from Lacan to "Gossip Girl"; women, she argues, have worked too hard in their careers to fall prey to 1950s gender tropes in dating. Women should outright dismiss overtly macho, insecure, or otherwise threatened men. Ruti's approach is both funny and thought-provoking, and she moves effortlessly between intellectual and popular sources to provide an extremely refreshing take on an overdone genre. The author manages to strike a superb balance between writing an excellent book for a genre that she persuasively critiques from a gender studies perspective. (Feb.)

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Review

""FINALLY! An intelligent book about patterns and issues - past present and future - and how they impact our love relationships.

Pick up this book, read it, treasure it; and leave it on your bedside."

" - *The Review Broads*

""We're obsessed with this new book by Mari Ruti Ph.D., in which she argues against popular relationship advice that encourages women to change and/or follow certain "rules of conduct" in order to land their man. If getting a guy to commit is that difficult, she says, you're not the problem ... he is. We like." - *Glo.com*

""This is an eye-opening book that everyone can benefit from. Not just the single girl, but anyway dating in the 21st century." - *Book Obsessed*

About the Author

Mari Ruti was educated at Brown, Harvard, and the University of Paris. After finishing her Harvard doctorate in 2000, she spent four years as assistant director of the university's program for the Study of Women, Gender, and Sexuality. She is currently associate professor of critical theory at the University of Toronto English Department, where she teaches contemporary theory, continental philosophy, psychoanalysis, gender studies, and popular culture. Ruti is the author of two academic books: *Reinventing the Soul: Posthumanist Theory and Psychic Life* and *A World of Fragile Things: Psychoanalysis and the Art of Living*. She splits her time between Toronto, the East Coast, and Maui.

Users Review

From reader reviews:

Dan Gray:

The experience that you get from The Case for Falling in Love: Why We Can't Master the Madness of Love

-- and Why That's the Best Part is the more deep you searching the information that hide inside the words the more you get thinking about reading it. It does not mean that this book is hard to be aware of but The Case for Falling in Love: Why We Can't Master the Madness of Love -- and Why That's the Best Part giving you excitement feeling of reading. The writer conveys their point in particular way that can be understood by anyone who read this because the author of this book is well-known enough. This book also makes your own personal vocabulary increase well. Making it easy to understand then can go with you, both in printed or e-book style are available. We propose you for having this specific The Case for Falling in Love: Why We Can't Master the Madness of Love -- and Why That's the Best Part instantly.

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Information is provisions for those to get better life, information today can get by anyone in everywhere. The information can be a know-how or any news even a problem. What people must be consider any time those information which is inside the former life are difficult to be find than now is taking seriously which one is acceptable to believe or which one the resource are convinced. If you have the unstable resource then you get it as your main information we will see huge disadvantage for you. All of those possibilities will not happen throughout you if you take The Case for Falling in Love: Why We Can't Master the Madness of Love -- and Why That's the Best Part as the daily resource information.

Jose Gould:

The guide untitled The Case for Falling in Love: Why We Can't Master the Madness of Love -- and Why That's the Best Part is the book that recommended to you to learn. You can see the quality of the guide content that will be shown to you. The language that creator use to explained their way of doing something is easily to understand. The writer was did a lot of research when write the book, so the information that they share for you is absolutely accurate. You also can get the e-book of The Case for Falling in Love: Why We Can't Master the Madness of Love -- and Why That's the Best Part from the publisher to make you much more enjoy free time.

Christopher Gaul:

The Case for Falling in Love: Why We Can't Master the Madness of Love -- and Why That's the Best Part can be one of your starter books that are good idea. All of us recommend that straight away because this book has good vocabulary that will increase your knowledge in words, easy to understand, bit entertaining but delivering the information. The author giving his/her effort to set every word into delight arrangement in writing The Case for Falling in Love: Why We Can't Master the Madness of Love -- and Why That's the Best Part but doesn't forget the main point, giving the reader the hottest and based confirm resource facts that maybe you can be among it. This great information can drawn you into completely new stage of crucial considering.

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