

in the mood, again

A Couple's Guide to Reawakening Sexual Desire

Kathleen A. Cervenka, Ph.D.

FOR A REVIEW COPY OR INTERVIEW REQUEST CONTACT:

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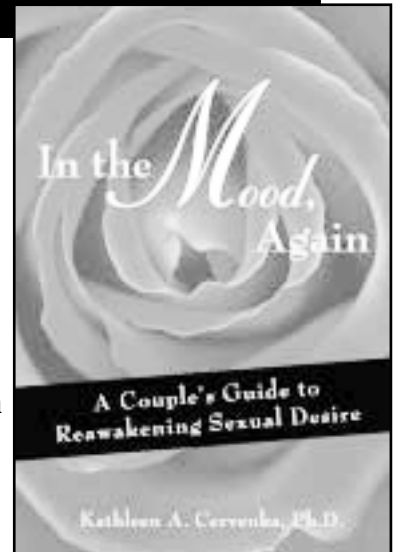
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FOR IMMEDIATE RELEASE

If a couple no longer enjoys a passionate sex life it means that one of them has a problem like hormonal imbalance or depression, right? *Wrong* says Kathleen Cervenka, author of ***In the Mood, Again*** and a psychotherapist with over twenty years experience treating couples with sexual dysfunction. OK, so then it must mean that they are no longer in love and that the relationship is headed south, right? Uh-uh.

What lack of sexual desire often *does* mean is that there is a relationship issue that both partners need to address. While partners (and many professionals) may be eager to assign blame to one party, this often results in greater alienation and does little to pull their sex life out of the doldrums.

In ***In the Mood, Again*** Cervenka encourages couples to focus on what's missing from their partnership and to look at the underlying issues, like inequalities in the relationship, that impact desire. She shows them how to recognize the short-circuits of sexual excitement and strengthen communication. She also gives them a primer in using the potent aphrodisiac of reciprocal male and female power. Fun and effective exercises help couples ratchet up the sexual heat and keep each other engaged. Any couple who fears becoming "just friends" now has an invaluable resource for recapturing the excitement, lust, and vibrancy that once infused their intimate lives.



THE FACTS

- 37 percent of women between the ages of 35-39 have low sexual desire. This figure dwindles between the ages of 40 and 54 and then sharply increases.
- 31 percent of men have low sexual desire.
- Lack of desire is more commonly reported than ever before.
- Physiological causes can be to blame, but in the majority of cases lack of desire is short-term and directly related to relationship dynamics.

IN THE MOOD, AGAIN, 1-57224-351-1, (paper), \$14.95, 181 pages
New Harbinger Publications, 5674 Shattuck Ave., Oakland, CA 94609
www.newharbinger.com, 800-748-6273

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SUGGESTED INTERVIEW QUESTIONS

1. The basic premise of *In the Mood, Again* is that a drop in sexual activity often signals a relationship problem and both partners have to work on correcting it. What are some common relationship problems that can affect sexual desire?
2. What are some physiological causes of low desire and how concerned should people be about them?
3. What is the Human Sexual Response Cycle?
4. What are some common misconceptions about low sexual desire?
5. What are the two phases of desire?
6. Why is power such a powerful aphrodisiac and what is the difference between genuine and toxic power?
7. What is power reciprocity and how can it be developed?
8. You talk about a survey you conducted with hundreds of men and women in which you asked them to describe the qualities they found sexy. What were your results and why are they important for couples trying to rekindle their sex lives?
9. You say that "Humor is an important component of power." Can you explain this?
10. Chapter Twelve is entitled "Verbal Intercourse." What is this and how does it rely on power reciprocity?

"From a sex expert who tells it like it is, comes the skinny on what really works to recharge a couple's sex life. Cervenka knows it's not about blaming one or another partner, but helping both partners tap into their sexual power and communicate in ways that will turn up the heat. This is a fun and important book."

—**Lauren Dockett**, coauthor, of *Sex Talk* and *The Deepest Blue*

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ABOUT THE AUTHOR



Kathleen A. Cervenka, Ph.D., is a psychotherapist who holds a doctorate in human sexuality. She has been working for more than twenty years with couples on relationship issues and sexual dysfunctions. She provides sexual training seminars to professionals and makes frequent appearances on TV and radio. She lives in Belleair, Florida with her husband. Visit Kathleen at: www.drcervenka.com.

RAVES

“At last, a breakthrough volume...that provides the ways to increase sexual desire and satisfaction. (*In the Mood, Again*) should improve and even save many marriages.”

–**Aaron T. Beck, MD**, director of the Center for Cognitive Therapy, University of Pennsylvania and author of *Love Is Never Enough*

“This is the kind of groundbreaking book that transforms lives. With sensitivity and brilliance, Cervenka removes the veil from an issue that plagues millions of intimate relationships: a lack of sexual desire. While offering solid, accessible, and relationship-saving solutions, she demystifies sexuality and communication in a way that anyone can understand. I urge couples and professionals alike to run out and get this book!”

–**William Granzig, Ph.D.**, professor and dean, American Academy of Clinical Sexology at Maimonides University, Miami Beach, Florida

“This book is a breath of fresh air in the literature on how to improve one’s sex life. Cervenka understands how deeply sexual desire is embedded in the broader life of the couple, how it waxes and wanes as couples grow older, and how easily it can be snuffed out when couples become locked in covert struggles. This book provides exciting new recipes for couples to put sensuality and connection back into their lives.”

–**George W. Howe, Ph.D.**, professor of clinical psychology, Center for Family Research, George Washington University

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