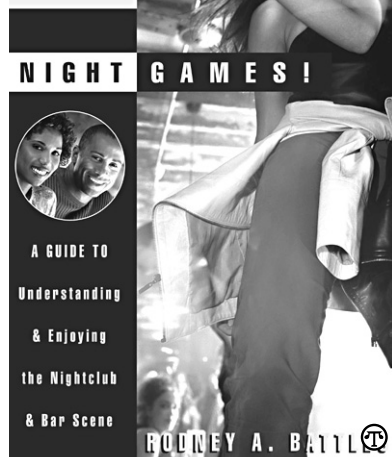


On The Social Scene

Winning Dating Strategies Revealed By Nightclub Insider

(NAPSA)—Many people who fear they've been looking for love—or at least a good time—in all the wrong places are turning over a new leaf. They're leafing through the pages of a handy guide to the playing fields of nightclubs and bars.

"This book unravels the club scene conundrum and reveals 'how' and 'why' men and women do the things they do!"
—Ella Patterson, author
Will The Real Women Please Stand Up?



Written by a successful professional salesman and 15-year club insider who has observed, experienced and documented club goers' behavior, the book, *Night Games! A Guide to Understanding & Enjoying the Nightclub & Bar Scene* (Brown Books, \$19.95), applies selling skills to forging relationships and communication with others in almost every conceivable situation. The author, readers say, understands the true art of closing the deal, because it involves people—and little else.

"The nightclub and bar scene is not for everyone, but neither is bungee jumping or eating sushi. Clubs and bars are playing fields. As such, the interaction between men and women involves some gamesmanship. Like any game, there are obstacles, offensive and defensive players, time limits and penalties. Knowledge, skill, conduct, attitude, appearance, a good game plan and conditioning separate those who enjoy the experience from those who don't. Keep in mind that everyone in a club or bar is there for one or more reasons. If you understand the reasons particular men and women are there on a particular night, the object of 'the game' is to overcome the obstacles, create interest, meet, interact, and have fun."

—excerpt from *Night Games!* by Rodney Battles.



Over the past quarter century, since the days of Studio 54, author Rodney A. Battles has seen how some men and women behave poorly while others say and do all the right things. He wants to help enable relationships to bloom from chance encounters. With his new book, Battles hopes to help others explore the dynamics of the club and bar scene and he has a lot to say based on his first-hand experience, random interviews, anecdotes and a nationwide survey.

"Despite the negative connotation of nightclubs and bars, they continue to provide more opportunity for women and men to meet and have fun on Friday and Saturday nights than do any other venues," Battles explains.

"Contrary to popular belief, these places don't have to be the 'meat markets' they are purported to be."

Too many people, however, Battles warns, are getting it wrong and repeat their mistakes.

They're using the same lines and dressing the same way week after week, and they're not having any fun. His book, he says, can reverse that and enhance their social experience.

The book divulges techniques that can give men and women the edge in communication with each other. "The qualities that women find appealing in men can be seen only if men know how to approach and interact with women," Battles says. "In the absence of this interaction, women will base their opinions only on what they see."

Men and women who follow the principles, tips, techniques and rules of thumb outlined by Battles can find themselves more comfortable in club settings and more successful in meeting others.

You can find the book at local stores, order it online from www.rodneybattles.com or by calling 1-800-462-6420.