



Attraction Explained: The science of how we form relationships

Viren Swami

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- How much does appearance matter in the formation of romantic relationships?
- Do nice guys always finish last?
- Does playing hard-to-get ever work?
- What really makes for a good chat-up line?

When it comes to relationships, there's no shortage of advice from self-help 'experts', pick-up artists, and glossy magazines. But modern-day myths of attraction often have no basis in fact or – worse – are rooted in little more than misogyny. In *Attraction Explained*, psychologist Viren Swami debunks these myths and draws on cutting-edge research to provide a ground-breaking and evidence-based account of relationship formation.

At the core of this book is a very simple idea: there are no 'laws of attraction', no foolproof methods or strategies for getting someone to date you. But this isn't to say that there's nothing to be gained from studying attraction. Based on science rather than self-help clichés, *Attraction Explained* looks at how factors such as geography, appearance, personality, and similarity affect who we fall for and why.

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