



Be Your Own Brand of Sexy: A New Sexual Revolution for Women

Susan L. Edelman

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Mixing history, pop culture, scientific facts, and anecdotal insights based on years of experience as a board-certified psychiatrist, Dr. Susan Edelman presents a fascinating look at America's current dating culture in *Be Your Own Brand of Sexy: A New Sexual Revolution for Women*, offering solutions to a number of worries women face when it comes to dating, love, and sex.

Edelman's distinctive, conversational style is spiced with humor and glimpses into familiar scenarios, some anonymous and some, like the courtship of Carrie Bradshaw and Mr. Big (Jane Bennet and Mr. Bingley), are notorious for their mishaps and misunderstandings. Edelman manages to bring a fresh perspective, recognizing the importance of the sexual revolution and rise of feminism in the '70s while acknowledging the repercussions felt today and respecting each woman's individuality and needs. The basic strategies appear in each chapter with mantra-like clarity, urging women to discover, explore, and develop their own "brand of sexy." Women are reminded to find beauty in their differences, much like flowers—"Nobody tells a lily, 'Your petals are too fat'"—and a dating quiz reminiscent of *Seventeen* or *Cosmo* will reveal whether a woman is an eager-to-please Daisy, an emotional Poppy, or, perhaps, a self-aware Rose. Regardless of where she lands in the garden, *Be Your Own Brand of Sexy* has an uplifting, empowering message for all the flowers out there.

PALLAS GATES MCCORQUODALE (Summer 2015)

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