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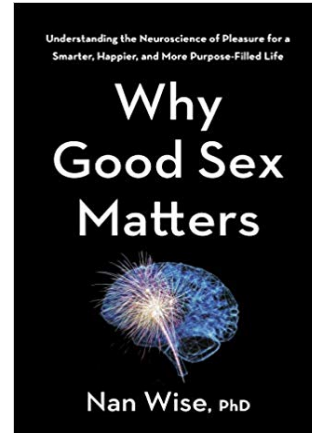
Ask Dr. Nan—

**WHY
GOOD SEX
MATTERS**

By Nan Wise, PhD



On Sale: January 28, 2020



“Those looking for a more fulfilling sex life will benefit from this smoothly written...look at how a person’s mental state can elevate or sabotage their sexual experience.”

—*Publishers Weekly*

“Featuring a harmonious blend of clinical research and relatable instruction...A rewarding text steeped in laboratory analysis and thought-provoking, motivating patient-based conclusions.”

—*Kirkus Reviews*

Opportunities for pleasure are everywhere—from sex to food to exotic escapes—yet we are becoming increasingly more depressed and anxious. Research shows that many people are having less sex, and those who do have a lot, enjoy it less. For more than thirty years, Dr. Nan Wise has worked as a therapist, helping people achieve more satisfying sexual lives. In recent years, her work has shifted to the study of anhedonia—the inability to experience pleasure from activities usually found enjoyable—and why more people than ever suffer from it.

Dr. Nan has contributed her expert opinion to outlets such as *National Geographic*, *The Washington Post*, and *HuffPost*, and an upcoming regular column for *Glamour*, in which she addresses sexual health questions from readers.

In **WHY GOOD SEX MATTERS** (HPH Books; January 28, 2020; Hardcover; ISBN 978-1-328-45130-9; \$28.00), Dr. Nan not only reveals the fundamental problems of how we think about sex and pleasure, but also how we arrived at this problematic relationship. This fascinating and timely book helps us reclaim our innate capacity for joy, fun, exuberance, curiosity, and humor, and shows us how reaching our sexual potential makes us smarter, happier, and more productive. Ultimately, Dr. Nan’s research reveals how a new understanding of sex can lead to a more expansive experience of pleasure in all aspects of our lives.



NAN WISE, Ph.D., is a cognitive neuroscientist, professor, licensed psychotherapist, certified sex therapist, board-certified clinical hypnotherapist, and certified relationship specialist. After almost twenty years in clinical practice, she became driven to understand how the brain creates moods and behaviors in relation to sex and other aspects of human experience. Having returned to academia to pursue a Ph.D. in cognitive neuroscience, she is now a cognitive neuroscience researcher at Rutgers University-Newark. Dr. Nan has contributed her expert opinion to outlets such as *National Geographic*, *The Atlantic*, *Time*, *Glamour*, *Women's Health Magazine*, *The Washington Post*, *HuffPost*, *Romper*, *Bustle*, and has an upcoming column in *Glamour*, in which she addresses sexual health questions from readers. She lives in West Orange, NJ.

Connect with Nan Wise

Website: <http://askdoctornan.com/>

Twitter: [@AskDoctorNan](https://twitter.com/AskDoctorNan)

Instagram: [@AskDoctorNan](https://www.instagram.com/AskDoctorNan)

Facebook: [@AskDoctorNan](https://www.facebook.com/AskDoctorNan)

Potential Interview Topics for Dr. Nan:

- Real examples of “extraordinary lovers” that Dr. Nan has encountered in her research: women who overcame sexual shame, trauma, and boredom to reach their sexual potential.
- How the brain is connected to sex and experiencing pleasure, and what one can do to break out of self-destructive patterns.
- The seven core wired-in emotional systems and how they can influence anhedonia: SEEKING, FEAR, ANGER, PANIC/GRIEF, LUST, CARE, and PLAY.
- Physical and emotional “Good Sex Tools” that will help readers restore and reinvigorate their sexuality, such as reframing one’s outcomes, active listening with a partner, breathing techniques that help rebalance the nervous system, pelvic floor exercises that supercharge sexual energy, and activities to help assess personal desire level and one’s personal “erotic fingerprint.”
- The rise and fall of the honeymoon phase or “new relationship energy,” and how to maintain a fulfilling relationship for years to come.
- Tips for rediscovering pleasure, in life and in sex, through self-acceptance, listening to one’s body, taking risks, being patient, staying connected with partners, and more.
- An exploration of the sexual revolution fallout stemming from the cultural resistance to diving deep into the study of female sexuality.
- The truth about sex later in life: it is not only possible, but empowering, and how to embrace your sexuality at any age.
- An exploration of polyamory, kink, BDSM, and other areas along the less-mainstream boundaries of the romantic and erotic.

Early praise for WHY GOOD SEX MATTERS

“Much more than about just sex, this is a book about *Pleasure* (with a capital P!)—where we seek it, when we crave it, how our brains process it—and, importantly, why we are in *dire* need of more of it. For anyone who is feeling burnt out, joyless, anxious, depressed—for anyone who is seeking yet somehow not feeling satisfied—this is essential reading to reclaim and revitalize yourself with the pleasure you need and deserve”

—**Ian Kerner, Ph.D., LMFT, author of *She Comes First***

“Dr. Nan Wise brings a rare dual professional expertise in neuroscience research and clinical psychotherapy sexuality practice to this groundbreaking book. She explains how the “core emotions” in our brain exert profound influence on our sexuality and our emotional functioning—and provides profound yet easy-to-read practical guidance to seek and attain happiness in sex and in life.”

—**Barry R. Komisaruk, Ph.D., co-author of *The Science of Orgasm***

“A relatable, no-holds-barred look at what's wrong with our dating and sexual culture and why, at any stage of life, we don't have to settle. Pleasure comes in many forms, and Nan Wise explains how and why to go for it.”

—**Ashton Applewhite, author of *This Chair Rocks: A Manifesto Against Ageism***

“In a world where we have greater access to pleasurable experiences and connections than ever before, it's shocking how many of us are left feeling unsatisfied. Nan Wise, Ph.D., cuts through the noise to offer science-backed guidance for how we can finally discover our sexual potential.”

—**Catherine Oxenberg, author of *Captive***

“Nan Wise had me at ‘healthy hedonism’ but sealed the deal with all of her fascinating research. In this informative and enlightening book, Wise shows us how to kick life up a few notches.”

—**Mara Altman, author of *Gross Anatomy: Dispatches from the Front (and Back) and Thanks for Coming: One Young Woman's Quest for an Orgasm***

“Read this book if you want to get the most out of your sex life and experience greater pleasure and satisfaction in your life overall.”

—**Beverly Whipple, Ph.D., co-author of *The G Spot* and *The Science of Orgasm***

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