To motivate a man to shop, give him clear objectives.

Plain that women talk too much. And it is true that, compared to men, they talk a great deal.

Why Women Accuse Men of Not Listening to Them
When she is listening, a woman uses an average of six expressions in a 10-second period to reflect and feed back the feelings of the person talking to her. In other words, her face will mirror the emotions being expressed by the speaker.

Men, on the other hand, follow in the tradition of their ancestral male warriors, whose biological objective when listening was to remain impassive, so as not to betray emotions. This partly explains why a woman will frequently accuse a man of not listening. Often he is listening, he just doesn't look like he is.

Why Women Can't Park
While testosterone improves spatial ability in men, the female hormone estrogen suppresses it. Women have dramatically less testosterone than men and, as a result, less spatial ability. This is why women are not great parallel parkers or map readers. There is a rare condition known as Turner's syndrome in which a genetic female (XXX) is missing one of the X chromosomes, and she is known as an XO woman. These individuals are super feminine in all their behaviors and have little or no directional or spatial ability. Never lend your car keys to an XO woman.

Why Women Can't Read Maps
The modern male driver sits behind the wheel, hands his wife a map and asks her to navigate. The woman, with the limited spatial ability typical of her sex, becomes silent, starts turning the map around and feels incompetent. Most men don't understand that if you don't have a specific area in the brain for mental map rotation, you'll rotate it in your hands. It makes perfect sense to a woman to face a map in the direction she is traveling. In order to avoid arguments, a man should avoid asking a woman to read a map.

Why Men Hate to Shop
For women, shopping is like talking—it does not need to have a specific point or objective and can take place in an unstructured way over several hours. It doesn't need a definite outcome. Women find shopping rejuvenating and relaxing, whether or not they buy anything.

This type of shopping gives a man a brain hemorrhage within 20 minutes. For a man to feel energized, he needs an objective, a target to hit and a timetable. After all, he's a hunter—that's his job. What he wants is to make a quick kill and take it home with him.

Men become anxious and frustrated in a store when a woman tries on outfits after outfit, asks for his opinion and then buys nothing.

Women love testing a wide range of clothes because it fits the pattern of their brain—a range of emotions and feelings and different outfits to reflect different moods. A man's clothing reflects the male brain set—predictable, conservative and bottom-line oriented.

In order to motivate a man to go shopping, you have to tell him exactly what you are looking for. Give him clear criteria—items, colors, sizes, brands, styles—and tell him where you will shop and how long. With clear objectives (even if you've invented them just for his benefit), you'll be amazed at how enthusiastic about shopping a man can be.

About the Author
Drawing on psychology, brain-scanning research, evolutionary biology and their own experiences as husband and wife, Barbara and Allan Pease have come up with humorous yet scientifically-based reasons why men and women are different. Turns out that it's our biology, our hormones and our brain wiring that put us at odds so much of the time.

Why Men Like to Buy Women Sexy Lingerie
Most women know the effect lingerie has on a man, but few understand why it is so powerful.

A man's brain needs variety. Like most male mammals, a man is prewired to seek out and mate with as many healthy females as possible. This is why, in a monogamous relationship, men love novelty factors like sexy lingerie. Unlike other mammals, men can fool themselves into believing they have a harem of different women simply by dressing their partners in a range of sexy clothing and lingerie.

Every year just before Christmas, the lingerie sections of department stores are full of men sheepishly skulking around trying to find sexy gifts for their partners. In January those same women are standing in line at the stores' return counters. "This is just not me," they say about their sexy gifts.

These women should know that research indicates women who wear a variety of erotic lingerie generally have much more faithful partners than women who prefer white cotton underwear.