

Author  
Cherrel Francisca PhD  
Relationship Expert



## Press release and promotion 3:

“Who is the book  
“Relationship  
Intelligence”  
destined for?”



This book is destined for:



**Couples planning to marry or cohabitate.** It will work as a divorce-antidote or a vaccine due to the pre-marital guidance approach and highly educational emphasis. It helps couples proceed by not depending on only intuition but on empirical-based facts.

**Married or cohabitating couples.** It will work as a cure because of its marital education nature, helping them assess, discover and work on specific areas due to its roadmap focus that allows couples to see exactly where they have taken a wrong turn. It is excellent for couples that are doing well but need an update and reaffirmation..



**Second marriages.** Research shows that 40-50% of couples will experience second marriages and will have blended families. This book is a confident guide to make sure they make it right this time. The fact that it is a result of a semi-longitudinal experimental study where distressed families were exposed to a training based on this book and developed the right competencies that lasted, proving that it works. It contains validated content and approach.

Various Amazons and other online bookstore

**Mental health professionals.** The book will help them use a comprehensive approach in therapy and treatment. It has the ingredients and components to produce relationship makeover by providing strong emphasis on "how to" (i.e., tips). Health professionals and professional counselors can use it as a tool to assign homework or parts of the book can be read and discussed in sessions.



**For singles who want to start right (do it right from the beginning).** No one who knows that the plane they are taking or car they are driving offers only 50/50 chance of survival will want to proceed, so why would someone intellectually sane want to get married with divorce rates skyrocketing to 73% in some countries? The only intellectually defensible argument and mentally sound step is being well informed ... not based on intuition but trusting empirical and validated data.

**Both college and graduate students.** This book provides a holistic view of family affairs, family needs and most common relationship challenges, and how to successfully face family demands. While colleges focus on professional guidance and not on personal/family affairs, this book will bridge the gap by providing intellectually sound advice and facts for the formation of their family.



**Parents** who did not have the opportunity to formally instruct their children but want them to be successful and dodge relationship failures by providing a book with advice that works.



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Press Office, Europe Books,  
evaluation@europebooks.co.uk

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**Pastors and ministers** that want to facilitate instruction that is scientifically based without being an attack on faith and does not trivialize a person's beliefs or look down on the church belief system, but rather stimulates and challenges people to be the best they can be.



**Clubs such as women's, men's or couples' clubs and couples' retreats.** Maximize possibility for a durable relationship by moving from couples/singles dependent on intuition to couples/singles with research-based know-how. They will not be flying blind and ending up in relationship disasters.

**Government agencies and NGOs** that believe and stand for families but need validated and empirically proven advice for instruction and policy making.



**Friends/acquaintances** that want to gift a potentially effective tool to couples to ensure that they are equipped as they get married and vaccinate their marriage before it starts.

This family life and relationship education book will be an oasis in this time when divorce rates in some countries are as high as 73% for first marriages and reach 75% for second marriages.



# The Relationship Intelligence is part of a Marital and Relationship Education Program that is research-based and provides answers to the following questions:



What is the profile of a highly successful couple? What is relationship intelligence? By discussing successful couples' profiles and the twelve mandatory competences for success, couples will discover what competences they need to possess or develop for a durable relationship and will develop relationship intelligence.

How to maximize the possibility of a durable relationship by moving from being dependent on intuition to a couple with research-based know-how. Considering that 92% of divorced couples have not been exposed to premarital or any marital education, having the necessary information is expected to increase the chances of marital success.

How to make your marriage/relationship the relationship you have always dreamed of? Discussing how to move from minor or major disappointments to the relationship you have dreamed of and knowing exactly what went wrong by consulting the provided roadmap.

What to do when you don't want to divorce? How to vaccinate your relationship against divorce? As researchers noted, divorce rates are much higher among couples that did not attend marital or premarital education.

What to do when you don't see a way out? How to improve a relationship that seems un-improvable? This book will help you experience a relationship makeover, especially when you are in a relationship or marital distress.

How to master the most pivotal competencies for a successful relationship/marriage?

How to avoid classical mistakes couples make?

Ten scientific steps to solve conflicts.

Understanding the conflict ladder and how to intercept the escalation of conflicts (i.e., de-escalation technique).

How to experience a highly satisfying relationship? For a durable and satisfying relationship, couples must know, understand and manage competently:

- a. Phases that marriages and relationships undergo, in short, Family Life Cycle
- b. Gender differences
- c. Love, neurochemical aspects of love and emotions in a relationship
- d. Characteristics of a healthy family
- e. Family management concepts
- f. Aim of marriage/relationship
- g. Communication and conflicts
- h. Personality and temperament differences
- i. Finances
- j. Sexuality

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