



Sherrie Schneider & Ellen Fein

AUTHORS They surveyed the 1990s dating landscape and saw disorder and mayhem, usually at the female's expense. "Women were failing miserably at the game of love," says Ellen Fein (right), 39, a Long Island housewife who, with New Jersey magazine writer Sherrie Schneider, 37, wrote *The Rules: Time-Tested Secrets for Capturing the Heart of Mr. Right*. Tips such as Rule 5: Don't Call Him and Rarely Return His Calls have made them yentas to the contemporary lovelorn—and rich married ladies themselves. Schneider and Fein sold the movie rights to their best-seller and have a sequel in the works. Though some psychotherapists, like Tracy Cabot, author of *How to Make a Man Fall in Love with You*, denounce the game playing of *The Rules*, others, like relationship expert Nita Tucker (*How Not to Stay Single*), believe the book "supports the idea that women are of value and desirable." Insists Schneider: "What is manipulative is *not* doing the rules. We're leaving men alone and aren't putting any baggage on them." Maybe, but they have escalated the war between the sexes. Nate Penn and Lawrence LaRose have written the male point of view, *The Code*.