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Sommario/riassunto	An epidemic of sexually-transmitted infections and sexual violence is upon us. Political interests are overriding sexual freedom in the name of morality. Marriages are just as likely to fail as they are to succeed. Why, in a time of unprecedented personal liberties and medical knowledge, are so many Americans so uncertain about what constitutes ethical sexual behavior? Sex Appeal is neither a moralistic screed nor a self-indulgent guide to sexual utopia. Instead, it charts a thoughtful course between extremes to present six ethical principles for sexual health and happiness: do no harm, celebr