

Why We Love Bad Boys So Much
By Lori Foster

Tight, well worn jeans, beard shadow and a hot stare that sees into your soul. That small, crooked smile, sexy enough to melt your heart.

And cocky confidence... *that's well deserved.*

No doubt about it, the bad boy aura is impossible to resist.

Why? Readers and writers alike love the happy ending guaranteed in a romance, but we want that to be countered with a triumph. We want to see the positive effects of love. We want to know that our nurturing instincts make a difference.

It works in romance where all bad boys, no matter how rough edged, still possess a deep streak of honor and an overdose of pride. They're "bad" for a reason, and love – even when they disparage it – has a way of healing wounds, of bringing out their possessive, protective natures and their determination to hold onto a good thing once they've found it.

Bad boys are focused, and oh so intense.

They'll fight long and hard for love, and that same intensity carries over into their sexuality. They have no inhibitions when physically loving that one special woman.

Because romance is about happy endings, we never lose a bad boy to past circumstances.

Instead, through love and understanding, he'll win – which means our heroine wins, too.

Isn't that what love, and the romance genre, is all about?