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REVIEW OF CONSUMER BEHAVIOUR

• I have mixed emotions about this book. In one sense it's antithetical to the thrust of my own research, which suggests that boys have actually been damaged in recent years (see in particular "The War Against Boys," by Hoff-Sommers) as a result of a societal abandonment and rejection of such traditional "masculine" traits as aggression and--for want of a better phrase--"reckless initiative" (which is what it sometimes takes to get things done in daunting situations, a la Flight 93). This is particularly true in America's schools; there is considerable evidence that, by steering boys away from behaviors and attitudes that may well be hard-wired, the pop-psychology movement has created enormous levels of stress and detachment (and, ironically, greater aggression) in perfectly healthy kids whose only "crime" was being in touch with their masculine cores. Where I'll give Kindlon credit is that at least he's thinking about the topic, trying to mediate between the traditional stereotypes and some of the more "enlightened" views of what it means to be masculine, feminine, etc. This is an area where people will need to do a lot of reading and draw their own conclusions, as I'm not sure there's a "right" and "wrong"--at least, not one that we can know for sure at this juncture.

• If you have a boy of any age, intend to have a boy, know someone who has a boy or care at all about being insightful in regards to the development of boys and wanting them to grow to be good men, I believe this book is a critical read. Even if you disagree with the approach to the book I believe you will find great value in the argument. I found this book to be vital in creating awareness of many of the pitfalls I have stumbled into as the father of an energetic, passionate boy. In truth, it was a difficult read and as both a father and a son many of the insights in the book brought me to tears. It does not give you the answers but rather astutely articulates many of the problems of raising a boy in our modern society. The answers come in recognizing the errors we make in raising them and in that awareness we are able to self correct. I recently read a copy of this I checked out from the library and am now purchasing one to keep with me, and read briefly from, every day to inspire me to demand more from myself as a father.