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“[Garcia] offers an astute and well-researched meditation on how men might reclaim their identity and place in modern America and why such a transformation is important to future generations of both men and women.”

*-Publishers Weekly*

## **THE DECLINE OF MEN**

How the American Male Is Tuning Out, Giving Up, and Flipping Off His Future

by

**Guy Garcia**

Much attention has recently been given to the *glass ceiling* for women, and whether it has been cracked, shattered, or simply smudged. **But largely unnoticed is the alarming fact that even as women soar beyond the glass ceiling, men have been falling through the floor.** What if the media has it all wrong? [cut?What if this antiquated concept is a non-issue for an entire generation of women who don't care about this *glass ceiling*, as they have been raised to soar over it?] What if the **current state of affairs is** simply men's blatant last grasp at holding onto a power structure which is crashing and burning and bringing us all down with it? What does this do to American men, who for so long have been in control, only to suddenly realize they've been playing by the rules of a game which is no longer reflective of reality? Have American men noticed that the gender wars are over and they are the ones who lost? In **THE DECLINE**

**OF MEN: How The American Male is Turning Out, Giving Up, And Flipping off His Future** (HarperCollins Publishers; October 2008; \$24.95; Hardcover), **Guy Garcia** explores the **sorry** state of contemporary American manhood—and **explains why understanding and reversing this downward spiral is so crucial for both men and women and generations to come.** [cultivating healthy minds and bodies in the next generation of men is so important for men and women alike.]

[According to American history books] Men have dominated nearly all aspects of **American** society including business, politics, journalism and science— until now. According to a recent article published in *Time Magazine*, “Roughly 58% of [college] undergraduates nationally are female, and the girl-boy ratio will probably tip past 60-40 in a few years.” For the first time in history, women are forging ahead while men are stumbling badly.

**Nowhere is the trend more profound—or overlooked—than in the 21<sup>st</sup> century workplace. Corporate America, once the secure territory of the American male, has become a bewildering minefield of foreign competitors, multicultural consumers and better-qualified female colleagues. The ability of women consumers to make or break a brand is being felt in industries ranging from publishing to health care, banking and the Internet. Women, armed with advanced degrees and expanding spending power, are increasingly seen as the decision makers in housing, food, consumer products and the Internet. They are gaining on men as single heads of households and small business entrepreneurs. In the digital realm, female users are driving the success of community sites like “My Space” and best-selling computer games like “The Sims.” In the fast-moving currents of the post-industrial global**

**economy, companies—and the men who work in them-- must adapt, or find themselves stranded on the shoals of outdated assumptions and business models.**

In the age of Spike TV, Ultimate Fighting and Jackass, men are struggling to redefine what it actually means to be a man. Rather than working hard to achieve top grades or a promotion at work, many American males choose to squander their energy into fantasy football league scores or mastering Grand Theft Auto. Men are dropping out of school at a far higher rate than women, men are more likely to die earlier because of poor health habits, and even the male Y chromosome is said to be at risk of one day disappearing all together.

**So what are men really thinking and doing? “The Modern Male—Trends and Transitions,” a new study of 2,000 U.S. men aged 18-54 by the author and OTX Research, reveals that men are at best ambivalent about their altered status in the American workplace. This fresh trove of data on modern male behaviors and attitudes is both a validation and an extension of Garcia’s eye-opening message.**

Using startling statistics and illustrative case studies **THE DECLINE OF MEN** looks at how and why American men have been in decline and what can be done to right the course.

**About the Author:**

Guy Garcia, is an award-winning journalist, novelist, and multimedia entrepreneur. Garcia has been featured in The New York Times, the Los Angeles Times, Time, Advertising Age and The Christian Science Monitor and has appeared on ABC, Univision, NPR, CNBC, PBS and The Tavis Smiley Show. Once a staff writer for TIME, Garcia wrote groundbreaking stories on American culture, society and politics. His journalism has appeared in The New York Times, the Los Angeles Times, Rolling Stone, Men’s Journal, Harper’s Bazaar, Spin, The Face, Interview and People. Born in Los Angeles, he lives in New York City.

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