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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Book Cover; Title; Contents; Acknowledgments; Introduction; Cultural Messages; Message Sources; Becoming a Man; Standard Bearers; Workers; Lovers; Bosses; Rugged Individuals; Different Lenses; Message Therapy; Appendix: Methodology; References; Index
Sommario/riassunto	Why do men behave the way they do? The "science" of gender studies is less than 25 years old and it is only recently that scholars and popular authors interested in gender have started to examine the issues associated with masculinity.; This text is based on over 10 years research, and constructs a comprehensive theory of masculinity by exploring in great detail how men form their gender identities and how those identities influence their behaviour. The book examines the influence of 24 male messages, or gender norms - such as "be like your father", "faithful husband", "superman", and