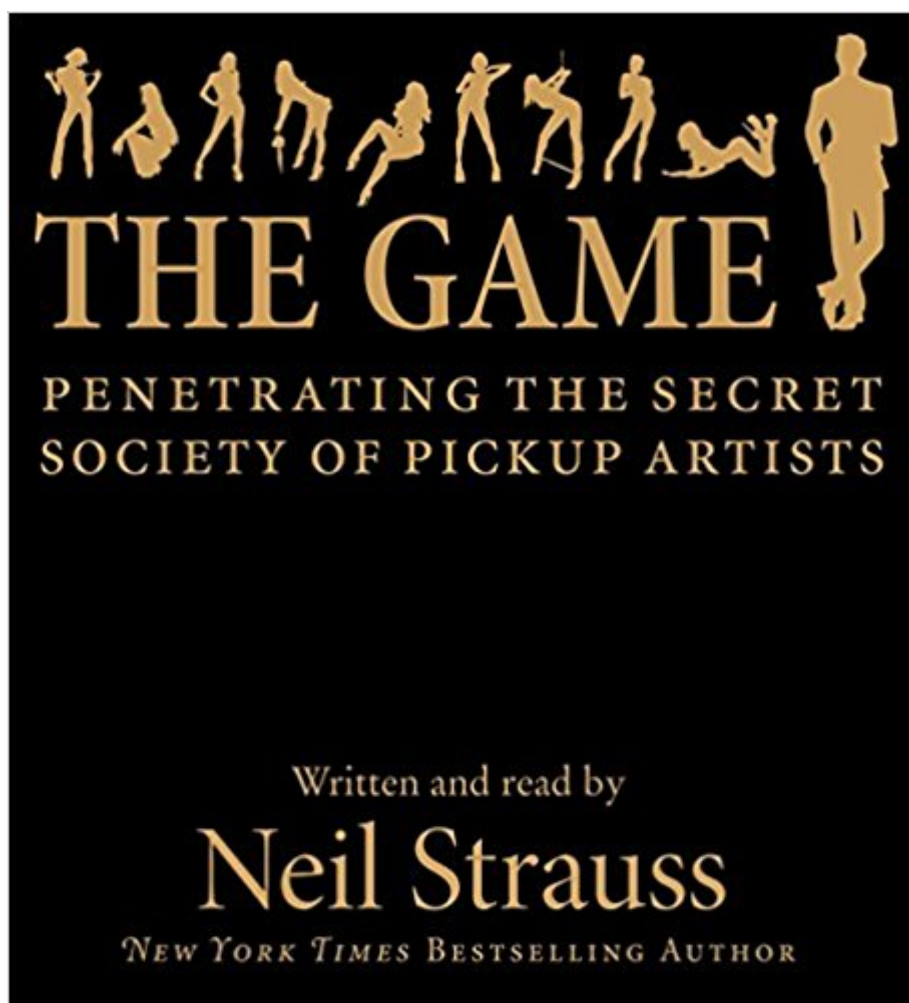


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The Game: Penetrating The Secret Society Of Pickup Artists



Synopsis

Nearly every major city in the world has them: hidden underground seduction lairs where men gather to trade the most devastatingly effective techniques ever invented to seduce women. This is not fiction. For two years, bestselling author Neil Strauss lived among these men. Using the pseudonym Style to protect his real-life identity, he began his remarkable journey from AFC (Average Frustrated Chump) to PUA (Pickup Artist) to PUG (Pickup Guru) — refining his approach, sharing unforgettable encounters with the likes of Tom Cruise, Britney Spears, Paris Hilton, and Courtney Love, and ultimately transforming himself from frog to prince . . . to prisoner. And then things started to get really strange. One of the most explosive and controversial books in years, *The Game* is guaranteed to change the lives of men and transform the way women understand the opposite sex forever.

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Customer Reviews

Are you just another AFC ("average frustrated chump") trying to meet an HB ("hot babe")? How would you like to "full-close" with a Penthouse Pet of the Year? The answers, my friend, are in Neil Strauss's entertaining book *The Game*. Strauss was a self-described chick repellent--complete with large, bumpy nose, small, beady eyes, glasses, balding head, and, worst of all, painful shyness around women. He felt like "half a man." That is, until a book editor asked him to investigate the community of pickup artists. Strauss's life was transformed. He spent two years bedding some fine chiquitas and studying with some of the North America's most suave gents--including the best of

them all, the God of the pickup "community," a man named Mystery. Mystery is an aspiring Toronto magician who charges \$2,250 for a weekend pickup workshop. He is not much to look at: a cross between a vampire and a computer geek. But by using high-powered marketing techniques he's turned seduction into an effortless craft--even inventing his own vocabulary. His technique sounds like a car salesman's tip sheet: his main rule is FMAC--find, meet, attract, close. He employs the "three-second rule"--always approach a woman within three seconds of first seeing her in order to avoid getting shy. Other tricks: Intrigue a beautiful woman by pretending to be unaffected by her charm; also, never hit on a woman right away. Start with a disarming, innocent remark, like "Do you think magic spells work?" or "Oh my god, did you see those two girls fighting outside?" And finally, the most important characteristic of the pickup artist--smile. After two years, Strauss ends up becoming almost as successful as Mystery, but he comes to an important realization. His techniques were actually off-putting to the woman he ended up falling in love with. And they never prepared him for actually having a relationship. After a while, he ran out of one-liners and had to have a real conversation. Still, *The Game* is a great read that may help some AFCs come out of their shells. --Alex Roslin --This text refers to the Imitation Leather edition.

[Signature]Reviewed by Amy SohnI never dated Neil Strauss, but I dated guys like him. Like many New York women, I have always gone for balding, pale guys because they're grateful and good in bed. But a few years ago, a distraught Strauss decided he was a loser with women and set about transforming himself into the world's greatest pick-up artist. *The Game* is his long, often tedious but hilarious account of how he did it. This ugly-duckling tale will affect different readers in different ways, depending on their degree of cynicism: some will be awed by Strauss's mÃfÂ©nage-ÃfÂ -trois snowball scene, while others will suspect it was cribbed from a third-rate porno Strauss watched in his pre-macking days. When his story begins Strauss is, well, a Neil: an unconfident, self-described AFC (average frustrated chump). He is also, it should be noted, a well-known rock critic who penned porn star Jenna Jameson's autobiography, leaving one wondering just how pathetic women really found him. After paying \$500 to join a workshop for aspiring PUAs (pick-up artists) led by a magician named Mystery at Hollywood's Roosevelt Hotel, Strauss becomes addicted to pick-up technique. He trains with several PUA gurus, including Ross Jeffries, a hypnotist rumored to be the basis for the Tom Cruise character in *Magnolia*. With his brains and dedication, Strauss renames himself Style and soon becomes a master of the gameÃ¢ -â •able to get sex from beautiful women who once would have run the other way. But *The Game* doesn't get really interesting until Strauss deviates from his NC-17 Horatio Alger story

and tells what happens when he moves into a Sunset Strip mansion with a group of other PUAs. He starts to see the misogyny of the sport and realizes that most of its leaders had miserable childhoods. The AFC who became a PUA to understand women ultimately becomes an expert on men. As Strauss grows restless to talk about things other than number closes and phase shifts (the book's glossary is a juicy read of its own), the mansion loses its appeal and he reluctantly grows up. When he meets a tough-talking band mate of Courtney Love's named Lisa and they bond over music, we can guess where the narrative is headed. In the book's final pages, he dumps onto his bed all the phone numbers he's collected and tells Lisa, "I've spent two years meeting every girl in L.A. And out of them all, I chose you," which is like telling your mother-in-law that the Thanksgiving dinner you had last year at Applebee's was nothing compared to the one she just prepared. But for some reason, Lisa doesn't flee. I can only hope that in the inevitable 2007 movie version, starring Jack Black and Kate Hudson, Lisa throws the numbers in his face and leaves him for a guy who knows how to pay a girl a compliment. (Sept. 1) Amy Sohn is the author of *My Old Man*, which was just released in paperback by Simon & Schuster, and she writes the "Mating" column for *New York* magazine. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to the Imitation Leather edition.

Very useful indeed however I advise you take your time reading, put down the book every once a while and think about how you would do it in your situation, try it out little at a time and don't follow every single steps in the book instead come up with your own ideas and mix it in together be creative. I laughed when some comments said it's like a recipe for a nuclear weapon as I got deeper into the book I realized what they meant. If you are going to use these skills PLEASE use it with caution what you do to your girls will have an impact on the next generation of love and it is up to us if we want to stop the cycle of you know what.

I won't go into the plot summary too much. Other reviews here have done an already fantastic job of that. I will however address a few key points regarding this book and the knowledge men gain. 1 - Neil Strauss himself is basically showing you that the only things you're missing is confidence and the willingness to try new things (even if you suck at them at first) 2 - This is a STORY not a handbook on how to run routines or start a PUA community with you friends. Rest assured, you will notice immediate results in your social life after reading this book. You may even experience such success that you will even think that you are now a PUA god of sorts. However, reality check, be yourself. Yes, try new things. Yes, have confidence in what you do. But, NO, do not try to remember

routines/notes/etc.3 - The endgame is really to be able to put yourself in a position where you remove the 'pussy from the pedestal', get your life straight, enjoy what is already around you, and you will ultimately find yourself successful with women because it's not the most important (or only) goal in your life. Those points aside, this is a fantastic book, tons of fun, well written, and very insightful to the average guy that is looking to get some of his groove back.

This story was really something. What began as an attempt to systematize the early stages of erotic interaction ends in a story of the virtues of just being a normal, well-adjusted human being. The art of the pickup master is a fascinating one, but on its own merits is a hollow lifestyle. The true value of the lifestyle doesn't come from getting to know many, many women, but from becoming more at ease and happier with yourself somewhere along the way. I wasn't sure what I expected going into this book, but a prosperous sharing of male wisdom earned from years of struggle was not it. I'm glad I read it.

Interesting story interspersed with some tips. More of a novel than a how-to. Interesting characters. It makes me want to meet them. For some odd reason my copy had the above cover picture on the back of the book and not on the front. I wish I could devote as much time, effort and money as Neil did. It makes you feel that you can obtain your goal but the prerequisites are high. Good story Neil.

This book was a very good read. As I began, I felt as if my eyes were finally being opened. There was this whole world I had never known. There were so many ways to pick up and talk to women that I thought would never work, or never even thought of. I wanted to try them all out, but I felt as if I should finish reading before I set out on my endeavors. As I read page after page I became more and more interested. I was seeing some of my coworkers in a new light. They acted just like some of the people in this book, some of which I had looked up to. A little more than halfway through, I began to see what direction this book was going in. I am glad I read this book all the way through. I thought that it was women that I was missing in my life. I needed to become a pickup artist, or so I thought. While it is true that women are noticeably absent from my life, that wasn't the source of my emptiness. It was confidence. It wasn't until the end of book that I realized that I didn't need any fine-tuned pickup lines. I needed to just be me, but with more confidence. This book has given me the basic tools I need to start conversations with random strangers, to meet new people, which I had been too afraid to do. So what if they don't like me, the right people for me will. All I need to do is get out there and socialize. While this book still makes me want to go out and try to pickup women, it's

not to become a pickup artist. It's to further myself in every aspect of my life. Women are my vice in life, my weakness, I am afraid of rejection and thusly, afraid of women. If I can overcome my biggest obstacle with confidence, then there is nothing I can't do. Even though Neil Strauss will never know of me and never know how big of an impact his book has had on me, his book has unlocked the door to my future that I can now begin to open. I cannot thank him enough for writing this book. Very highly recommended! -Steven aka Hoss ;)

I bought this book looking for more ways to spice up an approach to women but just reading how Neil Strauss's adventure with Mystery in the book made it just that much more worth reading. When I start I can't stop because I want to know what happens next. Still in the beginning chapter, but slowly making my way through the book. Great book, very well written, and entertaining.

I totally got the first half of the book where the author goes from zero with women to Master Pick Up Artist. How he got there is an amazing story. One worth reading and studying. In my opinion, he should have stopped there. The book loses its luster and informative value when a group of Master Pick Up Artists and Pick Up Artists In Training move in together in a house. Talk about your modern day soap opera! If that section of the book proves anything, it is a covey of Alpha Males cannot put their egos aside long enough to foster a cooperative attitude and respect each other, let alone respect the rules of the house. I found the second half of this book disturbing. The title of the book is extremely appropriate, but is the game of picking up women worth your sanity, self-respect and financial cost? Decide for yourself.

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