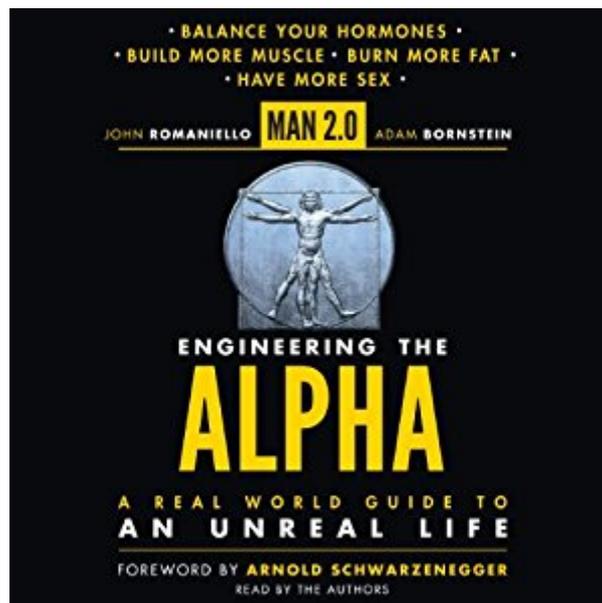


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Man 2.0 Engineering The Alpha: A Real World Guide To An Unreal Life: Build More Muscle. Burn More Fat. Have More Sex.



Synopsis

Are you a guy who's interested in building rock-hard muscle, erasing your belly fat, boosting your testosterone, and having more mind-blowing sex than you thought possible? If so, then *Man 2.0: Engineering the Alpha* was written specifically for you.... In his new book, celebrity trainer and Men's Health expert John 'Roman' Romaniello teams up with expert Adam Bornstein, former editor for both Men's Health and LIVESTRONG. Together, they reveal the secrets they've discovered that will give any man - no matter how old you are - a chiseled body that will turn heads everywhere you go. You know the kind of body I'm talking about. The kind of body that women seem to drool and stare at when they're at the beach with their girlfriends.... As a former "fat guy", Roman struggled for years to find a workout and diet that would give him the body he always wanted. By using the very secrets you'll find in this book - techniques he's spent 10 years perfecting - he overcame his "fat genes" and boasts a lean and ripped body - the kind that could be (and has been) seen on the cover of magazines. And the best part is - you don't have to kill yourself to get this body. *Man 2.0: Engineering the Alpha* will show you exactly how to get the body you've always wanted without starving yourself and without spending 2 hours in the gym every day. And for all of the guys out there wondering.... YES! *Man 2.0: Engineering the Alpha* will even work for guys in their 30s, 40s, and 50s.... Getting lean, ripped, and strong is not just for young guys! In *Man 2.0: Engineering the Alpha*, Romaniello and Adam Bornstein present proven, powerful ways for men to improve physical, emotional, sexual, and psychological health. From research in Olympic labs to real-life results with their clients, they are reinventing masculinity and showing every man how to become exactly who he wants to be.... If you're ready to build strong, defined muscles, burn away your belly fat, boost your testosterone, and start experiencing more mind-blowing sex than you ever thought was possible - then grab your copy of *Man 2.0: Engineering the Alpha* now....

Book Information

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Customer Reviews

"Why are you reading that?" was the first question that popped out of my wife's mouth when she saw this sitting on our dining room table. It was a fair question, I guess. The answer goes like this. I've been following Roman's blog/Facebook page for a while, after hearing a couple of Fitcast interviews with him. I like a lot of his ideas, at least on a philosophical level, but I hadn't really ever looked at any of his products. After hearing another interview with him and his co-author (again, on the Fitcast), the idea behind *Engineering the Alpha* made it sound interesting enough to pick up. The sales pitch was "a lifestyle book masquerading as a fitness book." A more accurate pitch might have been "a fitness book masquerading as a lifestyle book masquerading as a fitness book." Let me explain. No, there is too much. Let me sum up. As I understood it, the book was designed to be a guide to transforming your life, using exercise and diet as a vehicle for that transformation. The idea was to structure things based on Joseph Campbell's monomyth concept, which provides a framework for a zero-to-hero kind of journey (and yes, I know, that idea has been disputed, but run with it). By following this model, the book ostensibly would show you how to transform your life into the best possible version of it that you could have. On paper, the idea is interesting. The execution, for me, was a little disappointing. While there is a little bit of lifestyle and personal exploration advice, the bulk of this book is really just a diet and exercise book. It's not a BAD diet or exercise book, but that's mostly what it is.

I became interested in this book after reading an article about Roman on the blog of Tim Ferriss, the author of *The Four-Hour Body*, whose work I greatly respect (even if you disagree with some of his conclusions, I think everyone can get behind Tim's goal of arming the general public with the tools to sort out good science from bad science and to evaluate information for themselves based on record-keeping and control of variables). I became very excited to learn that the basic premise of *Engineering the Alpha* was how hormone control can be used to impact various aspects of your health and appearance, since this seemed really interesting and I don't know much about this topic, and bought the book without any hesitation. Initially, I was quite pleased. The author, Roman, is funny, engaging, and quirky. He has a no-nonsense style that is good at getting you amped up. However, the deeper I got into the book, the more disappointed I was at the lack of substance.

There were constant promises about "all of these great things that we'll tell you about later," things about how to the jobs of different hormones and how to influence them and thereby use them to make your life more awesome, only to find that, 2/3 of the way through the book, these were summed up on no more than 10 pages with a paragraph per hormone and some cursory notes (literally, bullet points) on what to do and what not to do in order to maximize (or in some cases, minimize) their levels. It constantly seemed like the author thought his reader would be afraid of anything technical or scientific, which makes the book seem at best fundamental and unstimulating and, at worst, downright nonsensical or like voodoo.

Let me start by saying I enjoyed reading the book - the writing style is easy to follow and the tone was in keeping with much of what I've read by the authors online. If you're coming from a 'Mens Health' readership background, have been suckered into the usual fitness industry lies on nutrition or are just starting out and confused at which way to turn then this book is an excellent framework. I'll also offer the caveat that there isn't anything in PRINT that really rivals it on the dietary side. Having said that I can't help but feel like there was a lot missing. Maybe it is one of the pitfalls of writing your first book or maybe, more likely, it was my own heightened anticipation that has led to feeling less than fulfilled upon finishing it. This is likely due to the fact I don't tend to read fitness books, for the reason that I find most poorly written or trying to sell their own self righteous way of eating or exercising at the exclusion of all other methods. So when I heard these two authors were writing a book I became pretty excited as I enjoy John's YouTube videos and no BS style especially. However, as with most things, when you really want something to be amazing, ground-breaking and worth the wait; a lot of the time it doesn't live up to expectations. The online fitness community, which tends to be a step ahead of the Mens Health average joe crowd, have been onto intermittent fasting for a while now. Reading the website of Martin Berkhan (now there's a book I'd love to read..) and Brad Pilon's blog and e-book Eat Stop Eat, guys who I would consider the true proponents of IF, gives you much more information on the subject than Engineering the Alpha goes into. The book lacks info on how to manage hunger during the fasts or potential draw-backs and side-effects.

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