



The Game: Penetrating the Secret Society of Pickup Artists

By Neil Strauss

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The Game: Penetrating the Secret Society of Pickup Artists By Neil Strauss

Hidden somewhere, in nearly every major city in the world, is an underground seduction lair. And in these lairs, men trade the most devastatingly effective techniques ever invented to charm women. This is not fiction. These men really exist. They live together in houses known as Projects. And Neil Strauss, the bestselling author, spent two years living among them, using the pseudonym Style to protect his real-life identity. The result is one of the most explosive and controversial books of the year -- guaranteed to change the lives of men and transform the way women understand the opposite sex forever.

On his journey from AFC (average frustrated chump) to PUA (pick-up artist) to PUG (pick-up guru), Strauss not only shares scores of original seduction techniques but also has unforgettable encounters with the likes of Tom Cruise, Britney Spears, Paris Hilton, Heidi Fleiss, and Courtney Love. And then things really start to get strange -- and passions lead to betrayals lead to violence. *The Game* is the story of one man's transformation from frog to prince -- to prisoner in the most unforgettable book of the year.

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The Game: Penetrating the Secret Society of Pickup Artists By Neil Strauss Bibliography

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Editorial Review

Amazon.com Review

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 repellant--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

From Publishers Weekly

[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 ménage-à-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 game—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.*
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Review

"Strauss is either a sex god or the anti-Christ, depending on your perspective." (The Daily Express)

"The funniest book I have read all year." (Tony Parsons)

"Neil Strauss has it all figured out. When it comes to the mating dance, Strauss knows how to lead." (Chicago Sun-Times)

"Strauss is a superstar...a stunningly explicit book." (The Times (London))

"The book everyone's talking about." (GQ)

"Touching and witty, four stars." (Time Out New York)

"Probably the most important self-help book you'll ever read." (Sunday Sport)

"The first time the alphabet of male seduction has been painstakingly translated and written down." (The Observer)

"The single guy's bible." (The Daily Express)

"a fascinating window into a world that Strauss has brought up from the underground. It's impossible to put down." (Calgary Herald)

"Compulsive reading." (Irish Times)

"To call it a book would be an understatement. I prefer to think of it as the Bible." (The Sunday Mercury)

"an engaging and hilarious read...empowering." (Pop Matters)

"Entertaining." (Newsweek)

Users Review

From reader reviews:

Edward Rideout:

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Sandy Gonsalves:

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Ross Adams:

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James Moore:

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