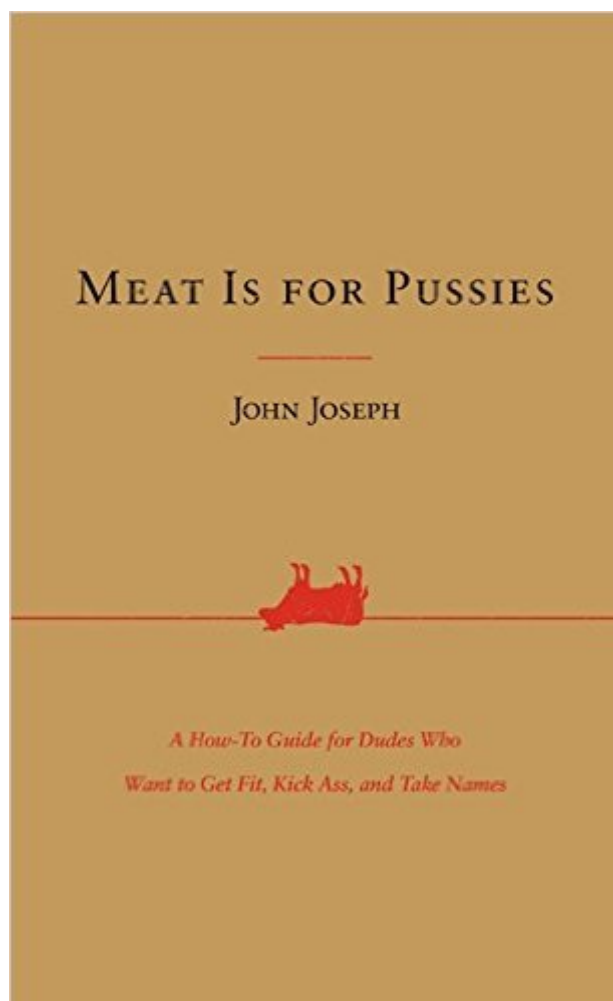


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# Meat Is For Pussies: A How-To Guide For Dudes Who Want To Get Fit, Kick Ass, And Take Names



## Synopsis

John Joseph wants men to know, in no uncertain terms, that they don't need to eat steak, burgers, wings, ribs, or any other animal product, for that matter, to be strong. In fact, he would argue, eating animals is for the weak. Because when your protein sources come from animals, you're missing out on all of the nutritional benefits of a plant-based diet—a diet that can make you more fit, more sexy, and more manly. In *Meat is for Pussies*, Joseph presents a throw-down of information, offering both personal and scientific evidence that a plant-based diet offers the best path to athleticism, endurance, strength, and overall health. In addition to handily dispelling the myths surrounding meat, Joseph offers workout advice, a meal plan, and recipes that make going plant-based easy. Flavor and vitamin-packed options like the Working Man Stew and Veggie Chili with Cornbread will keep men's (and women's) bodies healthy and energized, while workouts that emphasize cardio and strength training build endurance and stamina and prove that you don't need meat to build muscle. Joseph also offers living proof that living a plant-based lifestyle is badass, from super-athlete Brendan Brazier to MMA champion Jake Shields to Joseph himself, who is an Ironman Triathlete and still rocking out (at the age of fifty-two) on world tours as the frontman for his legendary band the Cro-Mags. Joseph's passion for educating the world about the benefits of a plant-based diet comes through on each page, in a voice and a vocabulary that is uniquely his own. At the end of the day, he wants readers to live a long, healthy, happy life . . . and he won't take no for an answer.

## Book Information

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## Customer Reviews

The first time I picked this book up I felt like someone had smacked me in the face-hard. It got my FULL attention. Maybe the fact that I was looking at it in a Brooklyn bookstore with a hardcore metal band playing live in the background helped. John Joseph's punk pedigree permeates this book and gives it an edge that is uncommon in vegan literature. I bought this book without hesitation despite the fact that I was not a vegan or even interested in a vegan diet—in fact I was pretty turned off by the vegan culture I had been exposed to. I was interested in getting in shape and looking into the Paleo diet and some other options to drop some pounds. John Joseph's book changed my mind and my life. Not only am I now a vegan because of this book but I have also been turned on to many other sources of information (Thrive by Brendan Brazier for one) that have helped me lose weight (15 lbs. so far), lower my blood pressure and cut my cholesterol (34 points)! This book is mostly a series of motivational chapters that explain why you should get off your butt and do what you know you should to be healthy, clear thinking (seeing through the BS), and reassured that you don't need to eat meat to be macho/bad\*ss/etc.. I think it also succeeds at cutting against the grain of stereotypical vegan culture as weak, whiny and wimpy. Each chapter takes on some topic from the somewhat obvious stuff you may know to the near conspiratorial but in a way that only a street bred punk veteran like Joseph could manage. I can see where his tone might annoy some people but the truth is this book will not be for everyone. If you are turned off by the title or the introduction then it may not be for you.

On the spectrum of human diets, I've now spent more than half my life closer to the herbivore end than the carnivore end. When I first began my awakening, most vegans I knew were intellectual types. They were smart and compassionate, but they were not athletic. Many of them were scholarly to the point of being boring. Their tactic for spreading the importance of a plant-based diet was to shove a 500-page scholarly text at others. While that technique worked on them, asking someone to read a lot will never be a good way to reach the common man. With himself as but one example, John Joseph sets all this to right. Because of my previous experience with plant-power, I learned very little new facts from this book, and yet I still loved it. Finally, the benefits of a vegan diet have moved beyond the intellectual crowd. Now there's room for a guy with a sense of humor, a guy who curses once in a while, a guy who likes loud music and athletics. It is way past time for a book like this. The world needs someone to get in people's faces and tell them the truth: that meat is not essential to exceptional health (Joseph is a tri-athlete) that mass animal-slaughter is devastating to our environment and barbarically cruel. For the message to really stick, the messenger has to be athletic, to cut off the most common avenue of denial: that a plant-based diet is unhealthy and

produces only sickly nerdy types. In short, John Joseph for president! Is this the most scientific book on being vegan? No. Is this the most articulate case for being compassionate to animals? No. Is this the most fact-filled assessment of factory farming's environmental destruction? No. All that said, it was the most fun book on a plant-based diet I've ever read.

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