



ADVANCE INFORMATION SHEET



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## The Way of the Superior Man

### A Spiritual Guide to Mastering the Challenges of Women, Work, and Sexual Desire

David Deida

#### ABOUT THE BOOK:

**Celebrate the 20th Anniversary of the Ultimate Spiritual Guide for Men**

In the 20 years since the initial publication of *The Way of the Superior Man*, the fabric of society has changed significantly. Issues of gender and sexuality long confined to the shadows have become part of everyday conversation, and old ideas and attitudes about our societal roles have begun to dissolve.

And yet, though the wider culture has shifted, men of all ages still “tussle with the challenges of women, work, and sexual desire.” In this anniversary edition of this classic guide to male spirituality, David Deida encourages modern men to lean into the conversation and offer their most invaluable asset to the world—their depth of presence.

More relevant than ever, *The Way of the Superior Man* offers a view of a more robust, mindful, and embodied masculinity. “It is time to evolve beyond the macho jerk ideal, all spine and no heart,” writes Deida “It is also time to evolve beyond the sensitive and caring wimp ideal, all heart and no spine.”

Now including an all-new preface by the author, *The Way of the Superior Man* presents the next generation of men with the opportunity to grapple with fear, cultivate trust in the moment, and put forth the best possible versions of themselves in an ever-changing world.

#### ABOUT THE AUTHOR:

Acknowledged as one of the most insightful and provocative teachers of our time, bestselling author **David Deida** continues to revolutionize the way that men and women grow spiritually and sexually. His ten books are published in more than twenty-five languages worldwide and are required reading in university, church, and spiritual center courses. His workshops on a radically practical spirituality have been hailed as among the most original and authentic contributions to the field of self-development currently available. The Watkins Review has included Deida in its annual Spiritual 100 List every year since 2011 to the present, designating the most spiritually influential living people worldwide. He is a founding member of Integral Institute, and has taught and conducted research at the University of California-San Diego School of Medicine, University of California-Santa Cruz, San Jose State University, Lexington Institute in Boston, and Ecole Polytechnique in Paris, France. Some of his recent books include *Blue Truth*, *The Enlightened Sex Manual*, and the 20th Anniversary Edition of the international bestseller, *The Way of the Superior Man*.

Price: 499.00

ISBN: 9781683641957

Binding: Paperback

Category: Body, Mind & Spirit

Page Extent: 224

Pub Date: October, 2017

HSN Code: 49011010

Imprint: Simon & Schuster / Sounds True

#### Key Selling Points:

“David Deida must have the biggest balls in contemporary spirituality.” —**Vijay Rana, Watkins Mind Body Spirit**

“As a woman, I’ve never felt so understood and validated.” —**Marci Shimoff, coauthor of Chicken Soup for the Woman’s Soul**

“The openness, the love! What lively new language David Deida finds for the unsayable!” —**Coleman Barks, author of The Essential Rumi**

“I feel that Deida has reached a new level of poetic genius in his writing, and his understanding of feminine psychology astounds me.” —**Miranda Shaw, PhD, author of Passionate Enlightenment: Women in Tantric Buddhism**

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