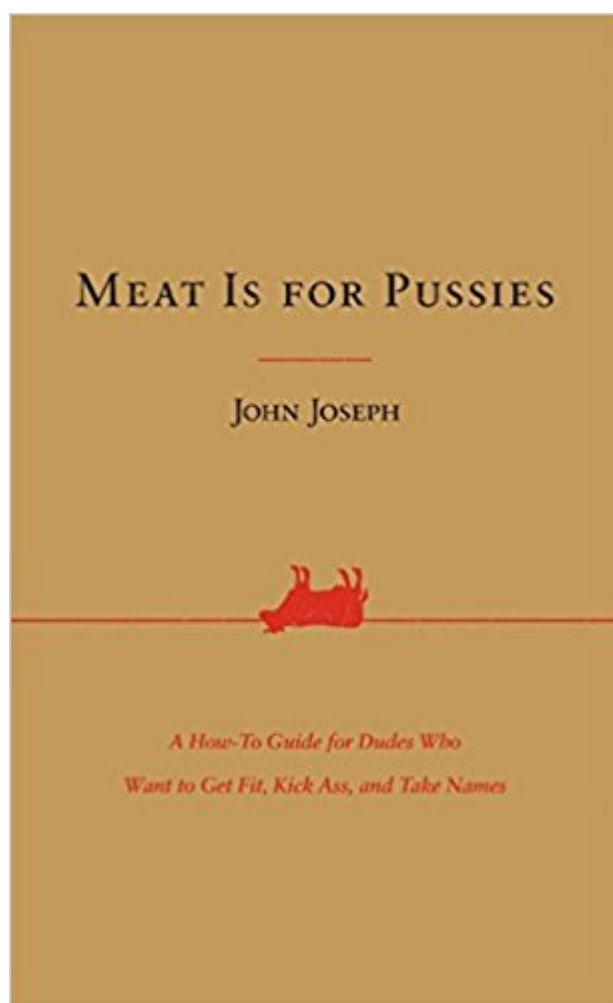


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# Meat Is For Pussies: A How-To Guide For Dudes Who Want To Get Fit, Kick Ass, And Take Names



## 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

• John Joseph has more energy than a Tasmanian Devil, is more charismatic than Regis, and has led more lives than an alley cat. • (Rip Esselstyn, New York Times bestselling author of The Engine 2 Diet, triathlete and firefighter)

• In language that cannot be misunderstood, John has written the quintessential pussy-transformation guide. • (Brendan Brazier, author of Thrive: The Vegan Nutrition Guide To Optimal Performance in Sports and Life)

• John's book proves you don't need meat to be strong, kick ass and be athletically competitive. • (Jake Shields, MMA Champion Fighter)

• Meat is for Pussies is a book for real men ... the kind who are made of real meat! • (Morgan Spurlock, Supersize Me/ Inside Man (CNN))

• When we are born, our bodies are turbo engines. After years of eating junk food and animal products, we turn our bodies into clunkers. John Joseph's raw honesty drives that point home to perfection. And his advice works: The benefits of a plant based diet can be profound. • (Robert Ostfeld, MD, Director of the Cardiac Wellness Program, Montefiore Hospital and Associate Professor of Clinical Medicine, Albert Einstein College of Medicine)

• The plant-based movement is exploding thanks to people like John Joseph, who has never worn a pair of Birkenstocks. John has long shown how there's nothing tough, manly, or rebellious about willfully participating in an animal-based, junk-food, big pharma system... • (Brian Wendel, Producer, Forks Over Knives)

• Think meat makes you strong and tough? Think again! This book blows away the myths and tells it like it is. Current meat-heavy diet fads, especially the Paleo diet, are based on pure fantasy, backed by years of lies and misinformation. Want the truth? Read this book now! • (James Wilks, UFC Fighter, Winner of Ultimate Fighter US vs. UK)

• John destroys the stereotype of a "wimpy vegetarian" and shows that anyone can live a cruelty-free life. • (Chef Tal Ronen, author The Conscious Cook)

• I'm really glad that John Joseph is finally showing that vegans are some of the strongest, healthiest, and toughest people on the planet. • (Moby)

• Smashing mainstream stereotypes and preconceived notions about the way vegetarians live their lives, John Joseph tells his story with true NYC grit and doesn't pull any punches. • (Mac Danzig, UFC Fighter and Winner of the Ultimate Fighter 6)

Think eating meat makes you macho? Think again. Punk rock icon John Joseph grew up on the mean streets of New York City in the 1970s. From gang fights to drug addiction, foster homes to lockups, he's lived it all. But shifting the way he thought about food is the one decision he credits with saving his life. Today at age fifty-four, he's completing triathalons, keeping up with guys half his age, and still rocking with his band on world tours. In Meat Is for Pussies, he offers a no-holds-barred guide to plant-based living for every dude out there who thinks grilling burgers,

going out for a steak, or sitting down with a bucket of wings is a â œguy thing.â •Joseph presents a throw-down of information, offering both personal and scientific evidence that a plant-based diet offers the best path to athleticism, strength, sexual stamina, and health. In addition to smashing the myths surrounding meat, Joseph offers a meal plan, recipes, and a workout regimen that make it easy to go plant-based and get a ripped body.

I love this book. I love John Joseph for doing all he does. The way he speaks, the way he conducts himself is what resonates with the masses. Most people hear what Doctors and all kinds of people who specialize in all things plant based have to say, listen politely (or not), and move on. It doesn't sink in because they either think they could never do it, cannot connect with the people who are talking, or any other reason you can think of. This isn't true with John. He's relatable. He's lived a life that real people can connect with and shows that no matter where you come from, you can choose how to live your life. If more people read this book, I imagine a lot more people doing what it takes to make them their healthiest, most amazing selves because they see it is possible. Keep on John and thank you for being you. You're not perfect and neither is anyone. Once people get perfection or nothing out of their minds, they'll be on the road to living their best lives.

The greatest and most enlightening boom I've read in all my years on this earth. I've been a heavy meat eater my entire life, and after reading this book I have left the life I lived behind me and I haven't looked back since. If you or someone you love is looking for a drastic positive change in their life, recommend this book to them. Already working on my third time reading it.

I learned about this book from Rich Roll's podcast, and I really enjoyed it, especially John's writing style. It was very entertaining and captivating, and before I knew it, I had finished the book in one sitting. I'm not a 100% plant-based eater, but John's message really spoke to me and at the very least, I've been awakened and am conscious about the implications of my eating choices, especially when choosing to consume animal products. The thing I liked best about the book is that John really knows how to address the worries and concerns of meat-eaters, and even better, he makes you feel okay to be having these concerns. I didn't need this book to convince me that eating plant-based is the best way to go, but I can confidently say that John gave me the final push I needed to seriously start adopting this lifestyle. It will take me some time, but I'm confident I'll get there.

A must read if you want to change your life. Beware: If you are sensitive to foul language, you may

not like this book. But it pulls no punches and tells truth that needs to be heard by many people. Great book with a lot of great information.

Fantastic! Targeted for bravado males who think eating meat is masculine, the book not only breaks the stigma of the skinny and weak vegan, it provides examples of high performing vegan athletes in some of the most demanding sports, such as triathlon and MMA fighting. The book is written in the tone of the author's brash New York accent. John Joseph is the man!

A must read for anyone who wants to be fit and kick ass! I read it in a day! Informative and helpful with recipes and even a detailed work out routine! It is angled more towards men but it's a good read for anyone who wants to start feeding their body with the proper fuel. Don't be a meathead, buy this book!

EPIC! Every one should read this. I don't agree with a couple things he says like maca root and the fact that he doesn't recommend quitting caffeine.

Punch in your face! Reality check. Read after watching What the Health. Vegan ever since.

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