



Boys and Their Toys: Understanding Men by Understanding Their Relationship with Gadgets

Bill Adler Jr.

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"The key to understanding men is in understanding how they relate to their gadgets. Just because they may seem to show more interest in their computers...or their remote controls...or their fancy watches or their power mowers or their stereos...doesn't mean that their toys are really the most important things in their life. In "Boys and Their Toys", bestselling author Bill Adler, Jr. explains how men use toys to assert their independence and freedom, relieve stress, connect to their lost childhood, and even express their nurturing side (without having to admit it). Written in Adler's fun, humorous style, the book reveals how women can: learn how a man's interest in particular "toys" can be used to predict his behavior; know when a guy's passion for gadgets crosses the line into obsession and what to do about it; take advantage of the human-gadget relationship to improve the human-human relationship. Smart and funny, "Boys and Their Toys" helps readers understand what makes their men tick...and grow closer with them in the process."



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Lawrence Sawyer:

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