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The Game: Penetrating the Secret Society of Pickup Artistsby [Kat Avila](#)

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Publisher**Regan Books**<http://www.harpercollins.com>**Credits**

Author: Neil Strauss

ISBN: 0-06-055473-8

Illustrator:

Grade: 9

As part of a writing assignment and part self-improvement program, New York *Times* bestselling author Neil Strauss immersed himself for two years in a predatory subculture that views HBs (hot babes) as preferred targets in the game of seduction. He became Style, the protege of Mystery, and quickly established himself as one of the best PUAs (pickup artists) around despite being an unremarkable AFC (average frustrated chump) in a previous life.

Project Hollywood in Los Angeles where Style planted himself was a dysfunctional nest of pickup artists that broke up before banshees with flamethrowers could destroy it. The process of how a heart becomes winter but can be saved is Neil's engaging fairytale.

The Game: Penetrating the Secret Society of Pickup Artists is divided into eleven chapters whose combined titles

read like a cheat sheet for a sarger (e.g., the nerdy vegetarian guy who's hungry for a li'l "meat" tonight):

Step 1: SELECT A TARGET

Step 2: APPROACH AND OPEN

Step 3: DEMONSTRATE VALUE

Step 4: DISARM THE OBSTACLES

Step 5: ISOLATE THE TARGET.

You get the frame? The PUA's goal is a narcissistic full-close on top of the Pike's Peak of women for validation in a patriarchy where HB10s are part of an alpha-male power package. Reproduced postings from the vigorous online seduction community are intermittently slipped amongst the pages.

When I bought ***The Game***, a male co-worker jokingly remarked how it looked like a bible with its black leather cover, art-gilt edges, and red satin ribbon marker. I laughed my way through this book thinking how I went through torturous years of graduate coursework in communication, linguistics, and theatre to learn what these guys were picking up in workshops and using in a much more rewarding manner. A female friend, who was coming out of an LTR (long-term relationship), didn't care for how the women were being treated so caveman, but she ended up buying the book after our conversation.

Gals may get more out of reading ***The Game: Penetrating the Secret Society of Pickup Artists***; it's a fun conversation starter with cool guys who are only too happy to share their own pickup tips. Now, I'm gonna surf over to some seduction web sites — out of intellectual curiosity, of course.

Written: December 19, 2005

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