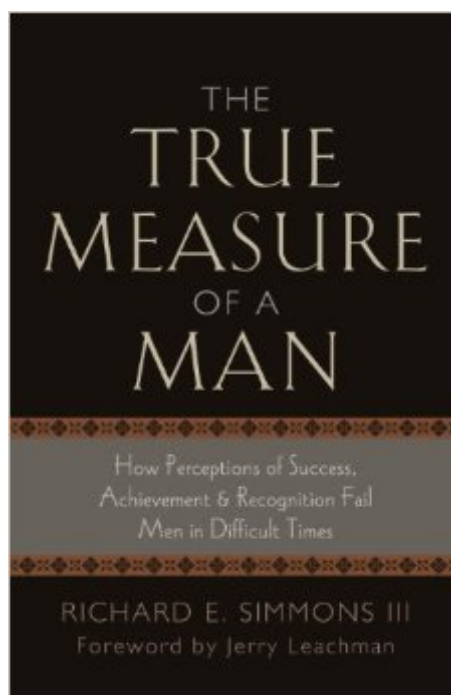


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The True Measure Of A Man (Deluxe Paperback)



Synopsis

"Richard tells men who they really are. He gives them what they need to finally 'get it.'" -from the foreword by Jerry Leachman Men just "get" this book! It seems to resonate with them. Men who don't read many books read this one and want to get it into the hands of others. Why? Because Richard Simmons "gets it"-he identifies the ultimate issue all men face regardless of their age, occupation, or marital status. "Men so often define themselves by what they do, who they know, or what they own. And when they do so, they unwittingly set themselves up for great confusion and failure in their personal lives." -Richard Simmons Gathering support from the writings of noted authors and social commentators, Christian and secular, Simmons emphatically reminds us that every man at some point in life suffers misfortune. No one is exempt. However, the challenges of life offer men the potential for great good. In the midst of these struggles, we have the opportunity to see our lives transformed. The True Measure of a Man is uplifting, challenging, and most of all it points the way to personal and spiritual growth-based on the one, true measure we were meant to use! With the free, downloadable study guide, it serves as a superb resource for men's groups and church ministries. This book will change your life...and, perhaps, the lives of those closest to you. "The True Measure of a Man captures the importance of character over achievement. Richard connects the dots for men who are looking for something more in their lives than mere success." -Coach Bill McCartney, founder of Promise Keepers

Book Information

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Customer Reviews

Richard Simmons has created an immortal jewel in The True Measure of a Man. In this easy-to-read, 4-section book, he guides men to realize how the world has been programming them

for at least a generation to think their identity and worth comes solely from what they produce and DO, how effectively they dominate and WIN, how beautiful and sexy is their wife, how large is their house and expensive their car, real men GET THERE, don't FAIL, don't STUMBLE or CRY...at least we tried to believe. Then the economy collapsed, took our fragile identity with it, and we awakened bewildered, with little sense of who we were. Even before the recession, we had become the most depressed generation in human history, with soaring rates of suicide, addictions, and declining health. Simmons guides us forward by first pointing backward, using ancient writers and Old World examples to show that previous societies honored not just the wealthy but the wise...prophets, sages, and soothsayers wearing rags and living in caves, but nonetheless attracting and spellbinding crowds. The listeners in turn valued the wisdom enough to keep the transient visitors alive with gifts of food, clothes, and water. Teachers, workers, priests, artisans, blacksmiths and farmers were exalted. Men were passionate about staying at home, providing for their families and the community, building houses together, binding courageously to protect the common good. Life moved more slowly and intentionally, people took better care of their SOULS. Simmons doesn't only paint the problem: The second half of True Measure is devoted to showing us the way out of this mess. God never intended men to be shallow, isolated, sleep-deprived, stressed out workaholics, afraid to fail, living in fear of being discovered as frauds.

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