

# The Making of Men

*Raising boys to be happy, healthy and successful*

Do you ever worry about your teenage son and what will become of him? Do you want to see him happy, successful and excited about life? Are you alarmed about the influence of technology? Do you wonder how the enthusiastic and energetic kid who made you laugh, drove you nuts with questions and was into everything, seemingly overnight turned into a grunting teenager, unwilling or unable to communicate?

If these questions concern you, or if you've answered yes to any of them, this book is for you.

Father of two boys Dr Arne Rubinstein draws on his thirty years' experience working with teenagers. He reveals what happens to boys during adolescence, what you can do about it as a parent or carer, how you help them stay out of trouble, and what you need to do to ensure they grow up to be a happy, healthy and well-adjusted men.

Packed with insights, practical tips and honest, no-nonsense wisdom, *The Making of Men* is essential reading for every parent.

Foreword by Steve Biddulph

## Publicity and marketing

This is the most exciting book about bringing up boys since Steve Biddulph, and we've already had some great early interview interest from:

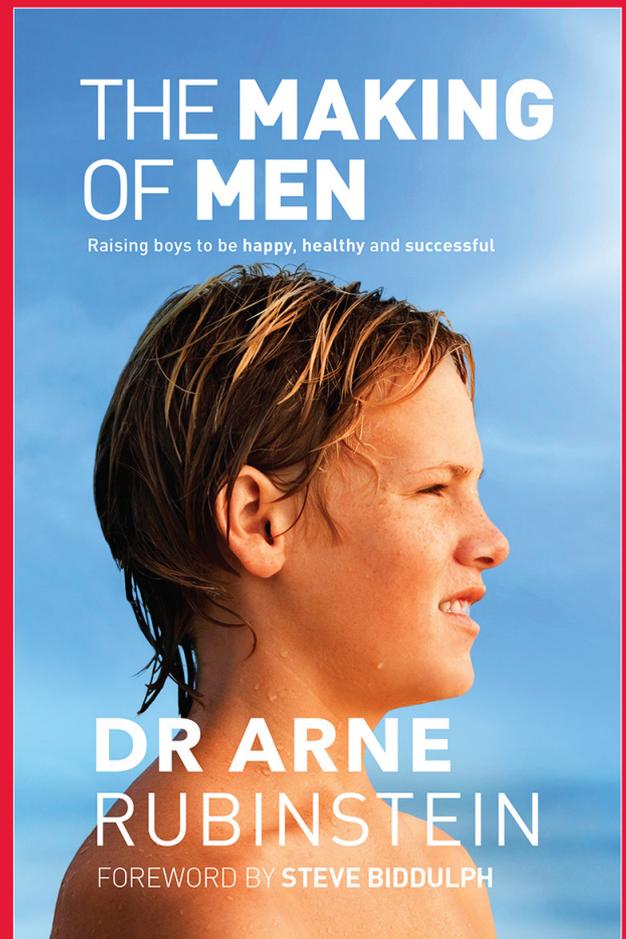
- National breakfast and morning television
- ABC's *Australian Story*
- A major national monthly magazine
- A key newspaper supplement.

All details are yet to be finalised, but these major components form the backbone of the campaign.

We'll be fleshing out the month-long media blitz with:

- Interviews with radio stations around Australia
- Book extracts and author articles/op eds in newspapers and parenting publications nationally
- Guest blogs in key online outlets like Mamamia, Kidspot and parenting blogs

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<b>Subtitle</b>	Raising boys to be happy, healthy and successful
<b>Author</b>	Dr Arne Rubinstein (MBBS, FRACGP)
<b>Formats</b>	Print: B+ paperback 210 x 135 mm (portrait) Digital: Amazon; iBookstore; Kobo; OverDrive
<b>Length</b>	288 pages
<b>Imprint</b>	Xoum Publishing
<b>Category</b>	Parenting
<b>ISBNs</b>	9781922057327 (digital) 9781922057310 (print)
<b>Weight</b>	approx 150 g
<b>Previews</b>	Please contact Xoum for preview copies.
<b>Publicity Contact</b>	Emma Noble Mobile: +61 (0)432 899 139 Email: emma@noblewords.com.au

Available: June 2013

- Widespread reviews of the book
- A NSW-based schedule of author events, including schools, bookshops and festivals (TEDx Byron Bay and Sydney Writers' Festival confirmed; Byron Bay Writers' Festival likely).

We're also fully expecting international interest on this one – watch this space.



### The Author

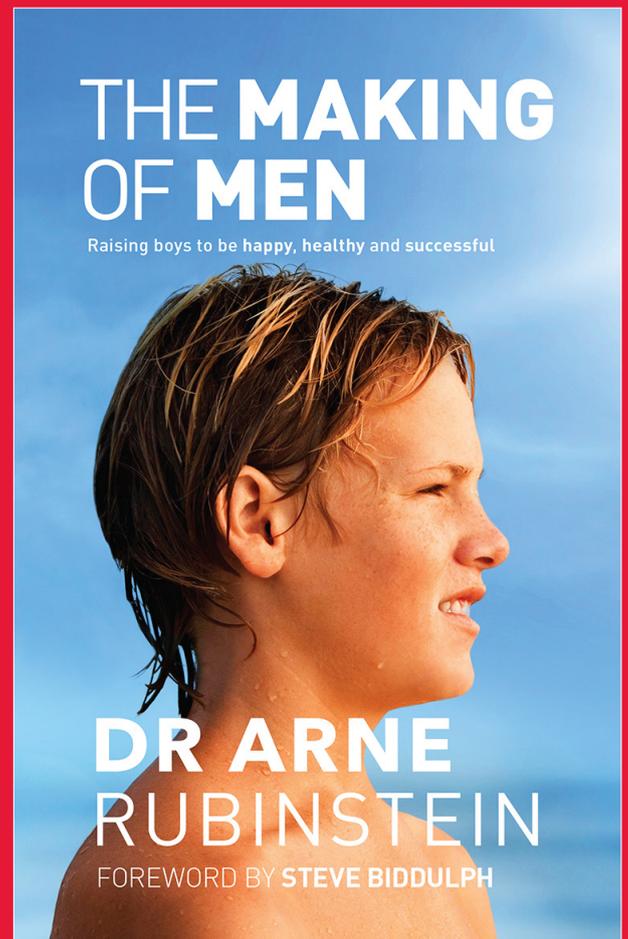
Dr Arne Rubinstein (MBBS, FRACGP) has been working with teenagers and their families for over thirty years as a doctor, counsellor, mentor and facilitator of workshops. He is an expert on adolescent development and Rites of Passage. The camps and seminars he has helped create have been a key contributor to improving the wellbeing of young

men and women as well as having a positive impact on their families and communities.

Dr Rubinstein was the founding CEO of The Pathways Foundation which was set up to run contemporary Rites of Passage for teenage boys and girls around Australia. More recently, he co-founded Uplifting Australia, a social enterprise designed to support young Australians to reach their full potential through the delivery of educational programs and improving family relationships.

Dr Rubinstein has two grown sons, Jarrah and Jaden. He lives on 140 acres of spectacular bushland in northern NSW where he has created a purpose-built campsite and leadership training facility. He is a keen surfer and works one day a week in emergency medicine. In 2008 he was nominated for Australian of the Year for his groundbreaking work with youth. *The Making of Men* is his first book.

[www.doctorarne.com](http://www.doctorarne.com)



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