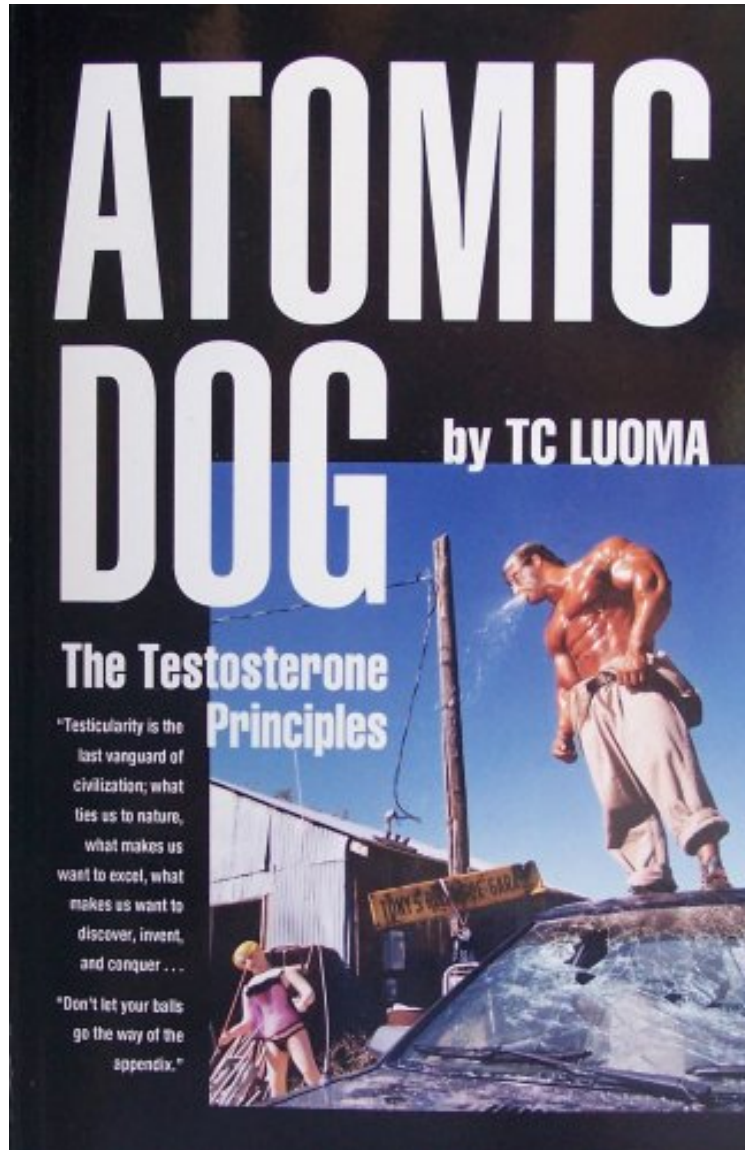


## Atomic Dog -- The Testosterone Principles

TC Luoma

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**TC Luoma : Atomic Dog -- The Testosterone Principles** before purchasing it in order to gage whether or not it would be worth my time, and all praised Atomic Dog -- The Testosterone Principles:

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that helps explain the maniacal nature of those who obsess over their health and bodies.

What's wrong with Testosterone anyway? And what's so wrong with being masculine? Testosterone, after all, is the elixir of heroism, passion, drive, energy, and intensity. Didn't you know that? Or has all that "primitive" stuff been sucked out of you by a society that would like to keep your manhood safely locked up in a jar under the bed, only to be removed during times of war and procreation (which you better not enjoy)? Luckily for Testosterone-fueled men and the women who love them, this maligned hormone has a crusader. It began seven years ago in an online magazine called Testosterone Nation. In his Atomic Dog column, TC began to define and outline the masculine ideal for the new millennium. Is TC an edgy humorist? Yes. Is he an advocate, defender, and reveler in all things Testosterone? Yes, that too. Is he a sensitive intellectual? Yep. A motivational guru for people who hate motivational gurus? Roger that. A firebrand for unabashed manhood in an increasingly sissified society of wimps? Ditto. Thousands of people now visit T-Nation.com every week to see what TC has to say. This book is a "best of" collection from those weekly columns. It will no doubt make a lot of people angry. It will no doubt be highly offensive to many individuals. Good.

About the Author TC Luoma was born to Finnish immigrants in Windsor, Ontario, but spent the bulk of his youth and adolescence in nearby Detroit, Michigan. He attended Eastern Michigan University where he earned degrees in Microbiology and English Language and Literature. After college, TC had a host of jobs, including stints as an assembly line worker, an armored car guard, a phlebotomist, a used car salesman, a male model, a Freshman English teacher, a short order cook, a technical writer (who wrote books on how to take apart cruise missiles), and many other jobs too numerous to list. His diverse educational background and work experience has made him uniquely qualified to comment on the state of the American male. (He can also whip your butt in Trivial Pursuit.) Currently, TC is the editor-in-chief of Testosterone Magazine, a newsstand and Internet magazine devoted to weight training, sports supplementation, and in general, changing your physique. (Their unofficial motto is "Look Good Naked.") In addition to publishing revolutionary ideas about sports training, the magazine discusses sex, women, the male psyche, and what TC calls the "testosterone void" in America. TC currently lives in La Jolla, California with his wife, Laurie, and his Staffordshire Bull Terriers, Toney and Riley. His wife, when describing him, likes to quote Tuco from *The Good, the Bad, and the Ugly*: "He's tall, blonde, smokes a cigar, and he's a peeg."