



# Hard Looks: Masculinities, Spectatorship and Contemporary Consumption

*Sean Nixon*

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## **Hard Looks: Masculinities, Spectatorship and Contemporary Consumption** Sean Nixon

Hard Looks is a fascinating examination of the new masculine imagery that has developed in relation to popular consumption over the last decade. The author skillfully investigates the development of this "new man" imagery and its relationship to contemporary formations of masculinity and masculine culture. This lively and innovative study will prove essential reading for sociologists interested in the study of men and masculinities and students of cultural, media, and gender studies.

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