Positive Masculinity is the newest supplemental reading in the Rational Male series designed to give men, not a prescription, but actionable information to build better lives for themselves based on realistic and objective intersexual dynamics between men and women. The book outlines four key themes: Red Pill Parenting, The Feminine Nature, Social Imperatives and Positive Masculinity. 'crisis of masculinity' in Western cultures – newspapers, documentaries and talk shows have increasingly pondered the changing meaning of manhood in our modern age (Alsop et al, 2002). The purpose of this writing is to understand men and masculinity in the modern world putting into consideration the sociology of masculinity, the social construction of masculinity, the crisis within. It has represented the social and cultural interpretation of maleness learnt through engagement and participation in the society. The understanding of masculinity in modern society has also seen femininity as a treat on masculinity and an evidence of that is the present crisis that men face in the world or work and job.