



In Our Prime: The Invention of Middle Age

Patricia Cohen

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Now in paperback from *New York Times* reporter Patricia Cohen, a “lively, well-researched chronicle” (*The New York Times Book Review*) of the concept of middle age, from the nineteenth century to the present.

The director behind the Hollywood close-up and the inventor of the “midlife crisis,” the doctors who promised to restore men’s sexual vigor with monkey gland transplants and the neuroscientists mapping the middle-aged brain, the fashion designers and the feminists: They are all part of the fascinating parade of businessmen, entertainers, scientists, and hucksters who have shaped our understanding and experience of middle age.

Midlife has swung between serving as a symbol of power and influence and a metaphor for decline, yet the invention and history of this vital period of life have never before been fully told. Acclaimed *New York Times* reporter Patricia Cohen finally fills the gap with a book that provokes surprise, outrage, and delight. *In Our Prime* takes readers from turn-of-the-century factories that refused to hire middle-aged men to high-tech laboratories where researchers are unraveling the secrets of the middle-aged mind and body. She traces how midlife has been depicted in film, television, advertisements, and literature. Cohen exposes the myths of the midlife crisis and empty-nest syndrome and investigates antiaging treatments such as human growth hormones, estrogen, Viagra, Botox, and plastic surgery.

Exhilarating and empowering, *In Our Prime* will compel readers to reexamine a topic they think they already know.

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