

After the Ball: How America Will Conquer Its Fear and Hatred of Gays in the 90's (Plume)

By Marshall Kirk, Hunter Madsen



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A compelling and compassionate work that never fails to stimulate. After the Ball is required reading for straights interested in understanding a minority that comprises 10% of the population and for gays who ar learning that the revolution is far from over.



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From Publishers Weekly

To overcome Americans' deep-rooted aversion to gay men and women, psychologist Kirk and ad man Madsen propose a massive media campaign designed to correct stereotypes and neutralize anti-gay prejudice. PW termed this "a punchy call to arms, Madison Avenue style." Illustrated. Copyright 1990 Reed Business Information, Inc.

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