

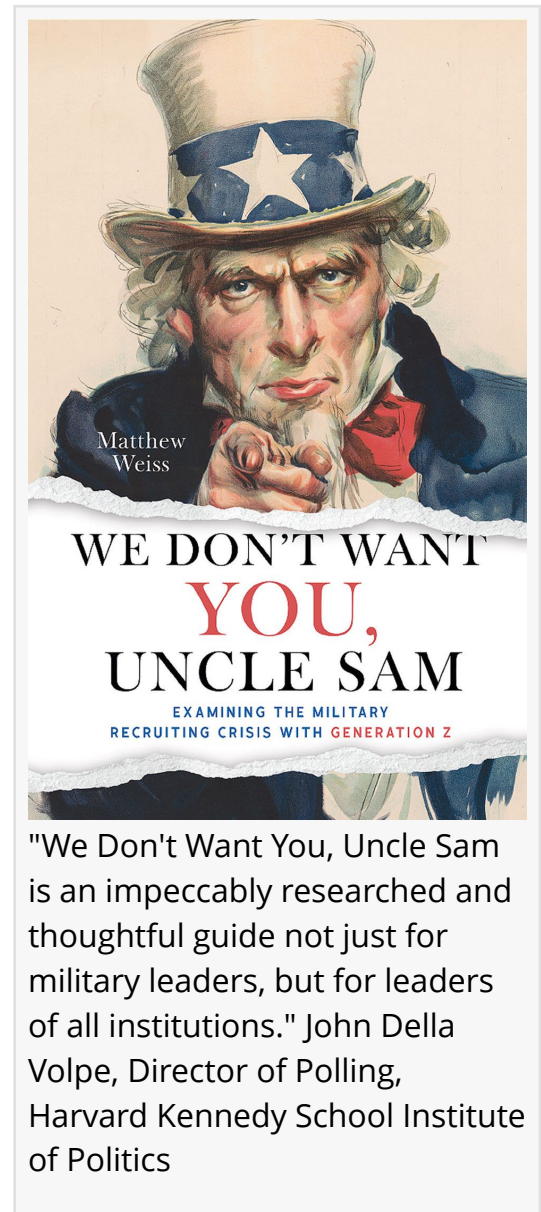
# New Book by USMC Lieutenant Details the Issues With Modern Military Recruitment

WASHINGTON, DC, UNITED STATES, September 12, 2023 /EINPresswire.com/ -- "We need to bring modern 21st century business management to the military bureaucracy. It can take three months to join the military. It's not frictionless." Matthew Weiss, USMC on [Morning Joe, MSNBC](#)

The United States military has reached an all-time low when it comes to recruitment. Through incompatible ideals, differing beliefs, and socio-cultural factors, recruiters are struggling to connect with the younger generation. As a member of Generation Z himself, Second Lieutenant Matthew Weiss tackles the source of the problem and proposes solutions in his best-seller *We Don't Want YOU, Uncle Sam: Examining the Military Recruiting Crisis with Generation Z*. (Gen Z: Those born between 1997-2012)

The U.S. military is in the throes of a sustained recruiting and retention crisis. Sustaining a viable force will require fresh thinking and innovative proposals. In this brilliant and timely book, Matthew Weiss offers an abundance of both. Andrew Bacevich, Chairman and Co-Founder, Quincy Institute for Responsible Statecraft

Matthew Weiss says, "The current status of military recruiting in the United States is terrifyingly grim. Recruitment levels are at their lowest since the Vietnam era." Through personal stories and macro analysis, Weiss recalls the issues that Gen Z has with the military and proposes potential solutions. Weiss organizes his point into four parts: Recruiting Fundamentals, Workforce Parity, Sociocultural Influences, and Scope of Service. Broken down further into 21 key points, he explores the meaning behind work, the digital age, modern healthcare, gender-based disparity, preparing for the future, and much more.



This accessible, entertaining, and informative book provides viable solutions to reinvigorating a sense of national service by changing the norm while presenting an understanding of the worldview that the gifted Generation Z provides! Grady Harp, LCDR USN, USMC Battalion Surgeon, Vietnam, and Amazon Top 100 Hall of Fame Reviewer

“Often the biggest personal driver for Gen Z is the desire to feel needed. Overall, being needed is perhaps the biggest self-interest trigger of all. When one is needed, one feels a deep call to answer that need to win true self-satisfaction and community approval. Uncle Sam needs Gen Z, it’s time we show it,” Weiss says. We Don’t Want YOU, Uncle Sam is not only directed at the members of Gen Z but also at U.S. leaders who are trying to connect with the new generation.



2nd Lieutenant Matthew Weiss is an Intelligence Officer in the United States Marine Corps. Previously, he worked in mergers and acquisitions at a cutting-edge defense technology company. He holds a BS and an MBA from the Wharton School at the University of Pennsylvania

We Don't Want You, Uncle Sam is an impeccably researched and thoughtful guide not just for military leaders, but for leaders of all institutions seeking to understand and engage an inspired generation and repair our nation's divides. John Della Volpe, Director of Polling, Harvard Kennedy School Institute of Politics

As the premier Generation Z military figure, Matthew Weiss speaks from his own experience as well as his extensive research into the subject. Weiss sums up the key message of his book: “We must rebuild the value proposition of military service by demonstrating the benefits of the world’s greatest physical social network.” Already reaching #1 in Amazon’s Military Life & Institutions category and #7 in Amazon’s Military Families category, it’s clear that people are fascinated by Weiss’s book. We Don’t Want YOU, Uncle Sam sends a critical message to all generations regarding the evolution of recruiting and the importance of patriotism.

We Don’t Want YOU, Uncle Sam: Examining the Military Recruiting Crisis with Generation Z, ISBN 979-8218236663, \$13.59 Paperback, \$7.99 Kindle. Available on [Amazon](https://www.amazon.com/dp/B084LW8L8L).

#### About Matthew Weiss

Second Lieutenant Matthew Weiss is an Intelligence Officer in the United States Marine Corps. Previously, he worked in mergers and acquisitions at a cutting-edge defense technology company. He holds a BS and an MBA from the Wharton School at the University of Pennsylvania.

Most importantly, he is a member of Generation Z who cares deeply about solving this issue of service. Weiss was recently interviewed by the NY Post about the Gen Z recruitment crisis. [https://bit.ly/NY\\_Post\\_Gen\\_Z](https://bit.ly/NY_Post_Gen_Z) and on MSNBC's Morning Joe.

Media Contact: For a review copy of *We Don't Want YOU, Uncle Sam: Examining the Military Recruiting Crisis with Generation Z* or to arrange an interview with Matthew Weiss, contact Scott Lorenz of [Westwind Book Marketing](https://www.westwindcos.com) at [scottlorenz@westwindcos.com](mailto:scottlorenz@westwindcos.com) or by phone at 248-705-2214. Reach Lorenz on Twitter @abookpublicist.

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