In 1984 German singer and songwriter Herbert Grönemeyer released his hit single "Wann ist der Mann ein Mann?" About 30 years later, and with considerable delay, Masculinity Studies has finally gathered momentum in Germany and is pushing ahead in new directions beyond sociology and history. This presentation offers a critical survey of the state of the art of Masculinity Studies in Germany and asks for alternative perspectives to help flesh out the numerous lacunae still existent in this discipline.