

Nlp Bandler Richard Grinder John Frogs Into Princes Neuro Linguistic Programming

The Origins of NLP brings together the recollections and thoughts of some of the main protagonists from the very early days of NLP. In 1971 Richard Bandler and Frank Pucelik were students at Kresage College at the University of California Santa Cruz. They had a strong mutual interest in Gestalt Therapy, Frank because of his traumatic time in Vietnam and because he had been working with some disaffected and drug-addicted kids, and Richard because he had been working with Science and Behavior Books on transcribing and editing Fritz Perls' seminal work, *The Gestalt Approach and Eyewitness to Therapy*. They started a local Gestalt group and ran 2-3 sessions a week collaborating and experimenting with the language of therapy. They started achieving some brilliant results but were having problems transferring their skills to others and so Richard invited one of their college professors, John Grinder, to observe what they were doing in order that he would, hopefully, be able to deconstruct what they were doing that was so effective. John was a professor of Linguistics and was instantly impressed with the work that they were doing. He was able to add more structure and in due course the three of them formalised what is now known as the Meta Model. NLP, or Meta as it was known then, was born.

This book covers the main tools and techniques of NLP. Apart from this first chapter, each chapter follows the same layout. The overview and rationale for each tool/technique or philosophy is given. A literature review has been undertaken and any relevant literature to support or challenge the model is included. Any concepts that are directly related to the subject matter are summarised as are the principles of why the particular technique works and how it links back to the overarching theory and principles of NLP. How the technique works is then described followed by the key steps involved in applying the technique. Each section then concludes with a recommended exercise to follow and examples of how the technique can be applied across a number of different contexts.

New and improved edition for 2019. The Big Book Of NLP contains more than 350 patterns & strategies written in an easy, step-by-step format. The methods include a full array of the fundamentals that every practitioner needs, such as the Swish pattern and The Phobia Cure, as well as advanced and unique patterns, such as The Nested Loops method and Learning Strategies. Many of these techniques were never published before and cannot be found elsewhere. Perhaps more important, and unlike most other NLP books and programs, the patterns are written with great care and testing to ensure that they are clear and can be followed immediately. If there was one really useful book on NLP... ..it would be full of NLP patterns! Everyone who learns Neuro Linguistic Programming knows the power of the patterns and strategies that employ the skills and knowledge of NLP. Whether you have just been introduced to the basics, or you have mastered advanced material and patterns, this work provides you with more than 350 patterns in a concise reference format, with step-by-step instructions. We have selected each pattern for its value and relevance. If you know the pattern, you can refresh your memory; if you want to learn it, you can do so without wading through any "fluff" such as ridiculously long explanations of NLP terms, or "magical stories" of healing and success. I chose to make this book clean of theories and fiction stories, and packed it with the most practical guidelines and advice.

Aims to provide the reader with ways to facilitate automatic, natural personal change. With roots in the approaches of Grinder and Bandler, advice is given in ten steps to more satisfying relationships, profound inner states of peace and a sense of oneness.--From publisher description.

Neuro Linguistic Programming (NLP) is one of the most powerful communication tools

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available. It helps you understand what makes people tick, helps you to influence and persuade people and gives you an insight into what really happens when we communicate. Effective NLP Skills, 2nd edition, covers all the NLP models, tools, skills and behaviours you need, and teaches you how to channel this knowledge into improving your performance at work. You will discover how to manage yourself and others, how to use language to get what you want, outcome thinking, how to build rapport and how to motivate others. With crucial insight into the workings of the brain and essential techniques to enhance your learning, Effective NLP Skills is for anyone who wants to utilise the NLP model to get ahead in their career.

These seminal works in neurolinguistic programming (NLP) help therapists understand how people create inner models of the world to represent their experience and guide their behavior. Volume I describes the Meta Model, a framework for comprehending the structure of language; Volume II applies NLP theory to nonverbal communication.

This work covers Neuro Linguistic Programming (NLP), a model of human experience and communication. Using the principles of NLP, the book asserts that it is possible to describe any human activity in a detailed way that allows the reader to make many changes quickly and easily. It claims that using the techniques of NLP one can learn to: cure phobias and other unpleasant feeling responses; help children and adults with learning disabilities overcome these limitations; eliminate unwanted habits, eg. smoking, drinking, over-eating and insomnia; and make changes in the interactions of couples, families and organizations so that they function in ways that are more satisfying and productive.

The Origins of Neuro Linguistic Programming Crown House Publishing

This book does what no other book can. It gets right to the heart of Teaching and Learning by helping you understand how learning works. This edition includes bonus videos that include chapter introductions, chapter summaries, and interviews with the authors to help you further understand and use the information. There is also a free membership to a community of like minded teachers and learners for idea creation, sharing and problem solving.

Explains how we use our communicating processes to generate behaviours which unconsciously stand out on their own and speak for themselves. Covering everything from the sales process through to the close, the text considers the human communication processes present in a wide range of situations.

BELIEFS are the foundation of everyone's personal outcomes. This second edition of Beliefs: Pathways to Health & Well-Being includes new and updated material and offers leading edge technologies that rapidly and effectively identify and remodel limiting beliefs. It teaches you powerful processes for change and demonstrates how to identify and change beliefs using scripts from personal change work undertaken with individuals in workshops. These processes include reimplanting, conflict integration, belief/reality strategies, visualization and criteria identification. You will learn the latest methods to change beliefs which support unhealthy habits such as smoking, overeating and drug use; change the thinking processes that create phobias and unreasonable fears; retrain your immune system to eliminate allergies and deal optimally with cancer, AIDS and other diseases; and learn strategies to transform "unhealthy" beliefs into lifelong constructs of wellness.

NLP In A Week is a simple and straightforward guide to neuro-linguistic programming, giving you everything you need to know in just seven short chapters. From communicating more effectively to creating greater rapport with others, you'll discover the ability to change what isn't working in your life and increase what is. This book introduces you to the main themes and ideas of NLP, giving you a basic knowledge and understanding of the key concepts, together with practical and thought-provoking exercises. Whether you choose to read it in a week or in a single sitting, NLP In A Week is your fastest route to success: - Sunday: What is neuro-linguistic programming? - Monday: Identify empowering and limiting beliefs - Tuesday:

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Recognize how we represent information to ourselves - Wednesday: Use precision questions to find out what people mean - Thursday: Identify different communication filters - Friday: Use the six levels of change and reframing - Saturday: Increase your options ABOUT THE SERIES In A Week books are for managers, leaders, and business executives who want to succeed at work. From negotiating and content marketing to finance and social media, the In A Week series covers the business topics that really matter and that will help you make a difference today. Written in straightforward English, each book is structured as a seven-day course so that with just a little work each day, you will quickly master the subject. In a fast-changing world, this series enables readers not just to get up to speed, but to get ahead.

Richard Bandler, co-creator of NLP and the man who inspired Paul McKenna to greatness, collaborates with Alessio Roberti and Owen Fitzpatrick to reveal how to unleash your true potential and transform your life.

Whatever You Want Richard Bandler, The Man Who Taught Paul Mckenna And Inspired Him To Greatness, Can Help You Get It. Full Of Simple, Potent Nlp Exercises That Will Take You Minutes To Do But Will Make Your Life Permanently Better, This Incredible Book Is A Must For Anybody Who Has Ever Wished For Anything But Not Found A Way To Get It. Richard Bandler The World-Renowned Co-Creator Of Nlp Who Has Helped Millions Around The World Change Their Lives For The Better Has Written A Simple And Empowering Book To Help You Get The Life You Want. He Will Help You Become The Master Of Your Mind So That You Make Your Mind Up And Don'T Allow It To Make You Up. He Also Includes A Huge Range Of Individual Exercises To Help You Master Different Areas In Your Life, From Getting Over Fears And Phobias And Breaking Bad Habits To Making More Money And Bringing More Happiness Into Your Life. Bandler Also Offers A Fascinating Insight Into Why His Techniques Work And How He Came To Develop His Life-Changing Nlp Techniques

Can your brain help you become more successful? YES! In *Wired for Success*, Wendy Jago introduces the reader to NLP—Neuro-Linguistic Programming—a therapeutic technique used to recognize and reprogram unconscious patterns of thought and behavior in order to modify psychological responses, and thereby alter your subconscious processes to work for you, instead of against you.

Broken into two engaging sections, this book first teaches you how your mind can shape various experiences, and then offers steps to help you approach numerous real-life issues in new ways. Among the topics covered:

- Prioritizing effectively
- Negotiating
- Beating stress
- Utilizing teamwork
- Spotting opportunities
- Making decisions

These simple techniques will increase your mental fitness and grant you the ability to succeed in times of change, challenge, and opportunity, so that you don't just survive—you thrive!

Richard Bandler is known worldwide as the cofounder of neurolinguistic programming (NLP). Here, in what will be considered a classic, is Bandler at his best—the most accessible and engaging work yet, detailing his proven methods that have freed tens of thousands of people worldwide of their destructive habits, phobias, and fears. When conventional therapy and drugs fail, Richard Bandler delivers, often with miraculous results. Richard Bandler cocreated the field of NLP with John Grinder in the early 1970s. Since then, Bandler's work revolutionized the field of personal change; his models and methods have been widely adopted and used successfully in colleges and universities, therapists' offices, professional sports teams, and businesses across the globe.

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While many people have written books on NLP, much of what has been written is based on Bandler's ideas. *Get The Life You Want* shares 'the how' from Bandler himself, with remarkable insights into some of his greatest and most advanced work to date, including compelling true examples from client sessions. With more than thirty exercises that promise rapid relief from any problem or habit, plus a glossary of terms and a detailed index, this is a culmination of a lifetime of work written in a simple, engaging style that both clinicians and laypeople will find effective. Richard Bandler's books have sold more than half a million copies worldwide. Tens of thousands of people, many of them therapists, have studied Bandler's blend of hypnosis, linguistics, and positive thinking at colleges and NLP training centers in the United States, Europe, and Australia. He is the author of *Using Your Brain—for a Change*, *Time for Change*, *Magic in Action*, and *The Structure of Magic*. He coauthored *Frogs into Princes*, *Persuasion Engineering*, *The Structure of Magic Volume II*, and *Patterns of the Hypnotic Techniques of Milton H. Erickson Volume I*.

Neuro-Linguistic Programming (NLP) studies brilliance and quality--how outstanding individuals and organizations get their outstanding results. Joseph O'Conner, a leading international NLP trainer and co-author of the bestselling *Introducing NLP*, offers a step-by-step guide to learning the NLP methods and techniques to help you become the person you want to be in the *NLP Workbook*. The *NLP Workbook* is a complete guide to NLP that includes: How to create and achieve outcomes How to choose your emotional state and shift thinking Meta modeling your own internal dialogue All of the basic NLP techniques and training exercises An Action Plan with exercises and suggestions for skill-building O'Conner discusses a range of topics from rapport and trust, and how to visualize, to negotiation skills, mental rehearsal and coaching. *NLP Workbook* is a book for everyone and anyone interested in NLP. The neophyte will find definitions, examples, and a step-by-step entry into learning how to use NLP, and trainers will discover many new ideas for NLP training.

This fully revised edition brings you a brilliant Richard Bandler master training and significant contributions from Eric Robbie, Wyatt Woodsmall, Tad James, Christina Hall and the late Will MacDonald. "No other book covers this breadth of NLP Master Practitioner material." Frank Daniels, NLP trainer

THE INSTANT #1 BESTSELLER IS NOW AVAILABLE IN PAPERBACK!

FEATURED ON 60 MINUTES and FRESH AIR "So surprising and moving and true that I became completely unstrung." - The New York Times Named a best book of the year by: The New York Times, NPR, TIME, Wall Street Journal, Boston Globe, Entertainment Weekly, Southern Living, Publishers Weekly, BookPage, A.V. Club, Bustle, BuzzFeed, Vulture, and many more! JOHN GREEN, the acclaimed author of *Looking for Alaska* and *The Fault in Our Stars*, returns with a story of shattering, unflinching clarity in this brilliant novel of love, resilience, and the power of lifelong friendship. Aza Holmes never intended to pursue the disappearance of fugitive billionaire Russell Pickett, but there's a

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hundred-thousand-dollar reward at stake and her Best and Most Fearless Friend, Daisy, is eager to investigate. So together, they navigate the short distance and broad divides that separate them from Pickett's son Davis. Aza is trying. She is trying to be a good daughter, a good friend, a good student, and maybe even a good detective, while also living within the ever-tightening spiral of her own thoughts.

Modeling is the process of taking a complex event or phenomenon and breaking it into small enough chunks so that it can be recapitulated or applied in some way. Behavioral modeling involves observing and mapping the successful processes which underlie an exceptional performance of some type. The purpose of behavior modeling is to create a pragmatic map or "model" of a particular behavior which can be used to reproduce or simulate some aspect of that performance by anyone who is motivated to do so. The ability to model effectively opens the door to many possibilities that have previously been unavailable to humankind. In addition to providing a methodology which can be used to make ideas more explicit and easier to communicate, modeling can transform the way we view and perceive one another. If we see someone who does something better than ourselves, for example, instead of looking at that person and feeling inadequate, jealous, or suspicious, we can go out and model how they do what they do. The field of Neuro-Linguistic Programming (NLP) has developed out of the modeling of the behaviors and thinking processes of exceptional people from many fields. In fact, the worldwide success of NLP as a technology for creating and managing change comes from its foundation in the modeling process. This book is about the NLP modeling process and its applications. The first part of this book is devoted to defining the principles and tools necessary for effective modeling (the "epistemology," methodology and technology of NLP). The second part of the book illustrates the application of NLP modeling procedures to the study of effective leadership. It provides examples of how NLP was applied to identify specific cognitive, linguistic and behavioral skills used by leaders to address challenging situations involving problem solving, delegation and training on the job. The results define the key communication and relational skills employed by effective leaders to achieve practical results in their working reality, in order to "create a world to which people want to belong."

Edited by Murray Stein and Thomas Arzt, the essays in the series Jung's Red Book for Our Time: Searching for Soul under Postmodern Conditions are geared to the recognition that the posthumous publication of *The Red Book: Liber Novus* by C. G. Jung in 2009 was a meaningful gift to our contemporary world. "To give birth to the ancient in a new time is creation," Jung inscribed in his Red Book. The essays in this volume continue what was begun in Volume 1 of Jung's Red Book for Our Time: Searching for Soul under Postmodern Conditions by further contextualizing *The Red Book* culturally and interpreting it for our time. It is significant that this long sequestered work was published during a period in human history marked by disruption, cultural disintegration, broken boundaries,

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and acute anxiety. The Red Book offers an antidote for this collective illness and can be seen as a link in the aurea catena, the "golden chain" of spiritual wisdom extending down through the ages from biblical times, ancient Greek philosophy, early Christian and Jewish Gnosis, and alchemy. The Red Book is itself a work of creation that gives birth to the old in a new time. This is the second volume of a three-volume series set up on a global and multicultural level and includes essays from the following distinguished Jungian analysts and scholars: - Murray Stein and Thomas Arzt Introduction - John Beebe The Way Cultural Attitudes are Developed in Jung's Red Book - An "Interview" - Kate Burns Soul's Desire to become New: Jung's Journey, Our Initiation - QiRe Ching Aging with The Red Book - Al Collins Dreaming The Red Book Onward: What Do the Dead Seek Today? - Lionel Corbett The Red Book as a Religious d104 - John Dourley Jung, the Nothing and the All - Randy Fertel Trickster, His Apocalyptic Brother, and a World's Unmaking: An Archetypal Reading of Donald Trump - Noa Schwartz Feuerstein India in The Red Book Overtones and Undertones - Grazina Gudaite Integrating Horizontal and Vertical Dimensions of Experience under Postmodern Conditions - Lev Khegai The Red Book of C.G. Jung and Russian Thought - Günter Langwieler A Lesson in Peacemaking: The Mystery of Self-Sacrifice in The Red Book - Keiron Le Grice The Metamorphosis of the Gods: Archetypal Astrology and the Transformation of the God-Image in The Red Book - Ann Chia-Yi Li The Receptive and the Creative: Jung's Red Book for Our Time in Light of Daoist Alchemy - Romano Màdera The Quest for Meaning after God's Death in an Era of Chaos - Joerg Rasche On Salome and the Emancipation of Woman in The Red Book - J. Gary Sparks Abraxas: Then and Now - David Tacey The Return of the Sacred in an Age of Terror - Ann Belford Ulanov Blundering into the Work of Redemption

Transcriptions of video tapes by the originator and co-founder of Neuro-linguistic programming.

Richard Bandler, co-creator of NLP and the man who taught and trained Paul McKenna, joins forces with Alessio Roberti and Owen Fitzpatrick once again to give you the tools to change your life.

101 management theories from the world's best management thinkers – the fast, focussed and express route to success. As a busy manager, you need solutions to everyday work problems fast. The Little Book of Big Management Theories gives you access to the very best theories and models that every manager should know and be able to use. Cutting through the waffle and hype, McGrath and Bates concentrate on the theories that really matter to managers day-to-day. Each theory is covered in two pages – telling you what it is, how to use it and the questions you should be asking – so you can immediately apply your new knowledge in the real world. The Little Book of Big Management Theories will ensure you can: Quickly resolve a wide range of practical management problems Be a better, more decisive manager who gets the job done Better motivate and influence your staff, colleagues and stakeholders Improve your standing and demonstrate that you are ready for promotion All you need to know and how to apply it – in a nutshell.

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This wonderful book is for anyone interested in making their life significantly better. It is a goldmine of insights and techniques from one of the greatest geniuses of personal change. As you use the techniques in this book, you will exponentially increase your ability to make dramatic life-enhancing differences. It is by far one of the most entertaining and professionally stimulating books I have read. It will change your life!"--Paul McKenna, Ph.D, author of I Can Make You Thin and host of The Learning Channel's I Can Make You More than thirty years ago, Richard Bandler set out to discover how some therapists managed to effect startling change with their clients, while others were arguing about theories as their face patients waited in vain for help. Now widely regarded as the world's greatest hypnotist, Richard Bandler observed and developed patterns which became the foundation of neuro-linguistic programming (NLP), arguably one of the most profoundly effective approaches for self-development and change. Since coauthoring the internationally influential books, *The Structure of Magic Volume 1*, and *Patterns of the Hypnotic Techniques of Milton Erickson, M.D. Volume 1*, Bandler has traveled the world, honing his skills and helping people solve problems and achieve goals when other "experts" have been unable to help. Richard Bandler's *Guide to TRANCE-formation*, he returns to his roots: hypnotic phenomena, trancework, and altered states to provide a highly compelling prescription for personal change. According to Bandler, "trance" is at the very foundation of human experience. People are not simply in or out of trance, but are moving from one trance to another. They have their work trances, their relationship trances, their driving trances, and their parenting trances. Some of these states are useful and appropriate; others are not. With his signature wit and contrarian approach to therapy, Bandler shows how anyone can reset or reprogram problem behaviors to desired alternatives, with lasting and life-altering results. Peppared with case studies and more than thirty exercises, *Richard Bandler's Guide to TRANCE-formation*, is an intriguing, engaging, and often amusing, read for anyone, whether they are new to NLP, want to further their NLP training, or simply want to make a positive difference in their own lives.

Do you want to read the human body like an open book? Do you dream of becoming a puppeteer of the human mind? Do you wish you could reprogram yourself to speak persuasively and become instantly liked by anyone? Then you need to keep reading... John Grinder and Richard Bandler, the fathers of Neuro-Linguistic Programming, started out with one leading objective: study the communication techniques of outstanding individuals and replicate them. They examined and dissected these effective patterns, and aimed to recreate them in other people. Today, NLP teaches its followers how to acquire these powerful skills, and reflect the abilities of some of the world's most successful people. In *NLP 2.0 Mastery*, you'll discover: Five proven NLP methods to INSTANTLY crack the code of someone's mind. (Understand what makes them tick and identify the best way to get what you want!) The secrets of body language and how to decipher what people are really saying. Eight expert tips to resolve any conflict and put an immediate stop to suffering. Two powerful techniques to reprogram your psyche and create a positive mental space that impacts your reality. How to use your words and voice to produce ANY desired effect. The exact formula for acquiring any skill you desire and using it to achieve success. Seven revolutionary tactics for building trust and rapport with absolutely ANYONE. (Develop stronger human connections and more fulfilling relationships!) and much, much more... As a FREE

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bonus, you'll also receive a free chapter of *The Power of Mindfulness: Clear Your Mind and Become Stress-Free* to complete your arsenal of mindfulness mastery tools. Even if you're socially awkward and have no understanding of the human mind whatsoever, the expert research behind this guide can ensure that you'll develop enhanced communication skills, the power to program your own psyche, and the ability to recognize immediately how someone thinks and feels. So if you're ready to unleash your potential as a master of human analysis and acquire the skills of the world's most excellent individuals, then you should read this book!

Thinking on Purpose is an indispensable guide to anyone who wants to make changes in their life. Most people don't really 'think'. They 'remember'. That's why they are often destined to repeat the same negative patterns over and over again.

Praise for *The Handbook of Knowledge-Based Coaching* "Definitive, with extensive references and a commitment to connecting theory to practice in every chapter, this important contribution is a delicious and wide-ranging exploration of the lineages that have shaped the modern practice of coaching." —Doug Silsbee, author, *Presence-Based Coaching* and *The Mindful Coach* "The translation of theories from multiple disciplines to the practice of coaching makes this book a must-read!" —Terrence E. Maltbia, senior lecturer, *Adult Learning and Leadership*; and faculty director, *Columbia Coaching Certification Program*, Teachers College, Columbia University "If you have an appetite for the scientific roots of what works best in coaching, and you are hungry for an easy-to-digest translation of the science to practice, this book is a feast and will be on your plate for many years to come." —Margaret Moore (Coach Meg), founder and CEO, *Wellcoaches Corporation*; and codirector, *Institute of Coaching*, McLean Hospital, Harvard Medical School "Whether you're a beginner or an experienced coach, this rollicking ride through dozens of the most important theories and perspectives in coaching will be a vital companion. With quick and helpful summaries of key ideas and their use—and selective bibliographies should you wish to go deeper into a particular area—this book will help you support your clients in a targeted and sophisticated way." —Jennifer Garvey Berger, author, *Changing on the Job: Growing the Leaders Our Organizations Need*; and coeditor, *Executive Coaching: Practices and Perspectives* "This is a book I have been missing. What a pleasure to read and what a stretching of my mind." —Kim Gørtz, senior consultant, *Copenhagen Coaching Center* "Anyone who is serious about improving the quality of coaching will find *The Handbook* an invaluable resource that reflects the breadth and richness of the growing evidence-based approach to coaching practice." —David Clutterbuck, visiting professor in the coaching and mentoring faculties, *Oxford Brookes and Sheffield Hallam Universities*

This fast-paced DVD provides great insight into the early history of NLP from two people who were there. Having known each other for over twenty years, they have a great perspective on what was going on then, and now. Not only will you be laughing out loud at some of the stories that are shared, you'll also learn several new key understandings about all of your favorite NLP concepts and techniques such as: eye accessing cues, anchoring, perceptual positions, the meta-model, re-imprinting and much, much more. This DVD includes information on:

- Background information on John Grinder and Richard Bandler and how they met
- How Richard Bandler became interested in Gestalt Therapy and why he teamed up with John Grinder
- How the work of people of such individuals as Gregory Bateson, Milton Erickson, Virginia Satir, and Fritz Pearl help shape NLP
- What effect did Steven Spielberg and Alfred Hitchcock have on NLP
- Where does Timothy Leary fit in

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Bandler covers a lot of ground in this book - in his unique style - and provides real insight into areas such as sub-modalities and multiple perspectives in a fairly short period (157 pages). The content is edited notes from a series of Bandler workshops (in a similar vein to Frogs into Princes and Trance-Formations). The book begins with an overview of NLP - making particular reference to the "new" submodality patterns (the book was written in 1985) and presenting these as a faster and more powerful way of creating personal change. Subsequent chapters provide a humorous exploration of many of the traditional approaches to personal change and outline many useful guiding principles (structure versus content etc) for the application of NLP to personal change. The author makes repeated reference to a number of epistemological issues underlying traditional psychological approaches that tend to focus on "what's wrong, when you broke, ... what broke you, ... and why you broke." He goes on to state that "psychologists have never been interested in how you broke, or how you continue to maintain the state of being broken." NLP on the other hand, Bandler asserts, assumes people work perfectly and that people are just doing something different from what we (or they) want to have happen. This provides a clear indication of the approach adopted in the remainder of the book, and suggests that the focus of NLP on subjective experience (as the study of subjective experience) is entirely valid and necessary. Bandler provides a convincing argument for tailoring all our change work to the individual - purely because each individual is unique. The book continues with a useful and insightful exploration of a number of techniques (including the fast phobia cure, contrastive analysis in belief change, integrated anchors and Swish,) as well as discussion of more general (and generative) strategies for learning and motivation. Imagine for a moment that someone takes you into a huge room, packed with the most complex technology you'd ever seen and offers to show you how to operate the system so that you can instantly bounce your attitude from one of negativity and doubt to an attitude of optimism, cheerfulness and hope. How radically would your life change if you could switch, at will, from living life down to living life up? What would you be capable of achieving if you had a system guaranteed to upgrade your health and well-being, outlook and expectations? Is this something you'd be interested in? If so, read on ... Being Happy is written for the average person who wants to change his or her life and achieve his or her full potential. It is full of exercises and life-changing tactics utilizing the principles of NLP with amazing results. Written by Richard Bandler, co-creator and developer of Neuro-Linguistic Programming, and Garner Thomson, NLP Master Practitioner and Trainer, Richard Bandler is arguably the world's most influential contributor to the field of self-development and applied psychology. His books have sold more than half a million copies, and tens of thousands of people have studied his unique blend of hypnosis, linguistics, and precise thinking throughout the world. A widely acclaimed keynote speaker and workshop leader, he is the author of many books, including Get the Life You Want, Richard Bandler's Guide to Trance-formation, Using Your Brain-for a Change, Time for a Change and Magic in Action. He co-authored Conversations, Frogs into Princes, Persuasion Engineering, The Structure of Magic I, The Structure of Magic II, Patterns of the Hypnotic Techniques of Milton H. Erickson Volumes I and II, and Neuro-Linguistic Programming Volume I. Dr Bandler's background as a musician and his interest in the relationship between sound and neural functioning has led him to develop Neuro-Sonics™, and a range of programs for the BrainFit light-sound machine, both of which utilize music and sound to create specific internal experiences and behavioral outcomes. He is also the founder of the mental technologies of Design Human Engineering (DHE) and Neuro-Hypnotic Repatterning (NHR). (Less)

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