The Evolving Self A Psychology For Third Millennium Mihaly Csikszentmihalyi

What lies behind America's historic romance with the gun? Why does it have such a troubled relationship with alcohol and drugs? Why is it so wedded to consumerism and so resistant to the evidence of climate change? What are its enduring myths about individuality, freedom, and independence, and how might we re-imagine our vision of the United States as the "Promised Land" and "The City on the Hill" to reflect a multiculturalism that offers "the last, best hope" for the world? In a two-decades long journey through the American psyche, depth journalist Pythia Peay has asked these and many more questions of no fewer than thirty-six of the world's leading psychologists and psychoanalysts. From Robert Jay Lifton to Marion Woodman, A. Thomas McLellan to Judith V. Jordan, Mihaly Csikszentmihalyi to June Singer, and James Hillman to Mary Pipher, the thinkers in America on the Couch discuss violence, addiction, the environment, capitalism and consumerism, politics and power, and the soul of America. The result is a uniquely comprehensive, wide-ranging, and compelling kaleidoscope of insights into the psychodynamics of a hegemon in peace and at war, as it confronts the shadows of the American century and charts its way into an uncertain, multi-polar future. Featuring Stephen Aizenstat, John Beebe , Bonnie Bright, Gary S. Bobroff , Mihaly Csikszentmihalyi, Philip Cushman, Larry Decker, Raymond De Young, Edward Edinger, Michael Eigen, Stephen J. Foster, Charles Grob, Bud Harris, A. Chris Heath, James Hillman, Judith V. Jordan, Donald Kalsched, Robert J. Langs, Linda Schierse Leonard, Harriet Lerner, Robert Jay Lifton, A. Thomas McLellan, Thomas Moore, Ginette Paris, Mary Pipher, Ernest Rossi, Andrew Samuels, Erel Shalit, June Singer, Thomas Singer, Lawrence Staples, Murray Stein, Charles B. Strozier, Paul Wachtel, Karen B. Walant, Marion Woodman, and Luigi Zoja.

The Evolving SelfA Psychology for the Third MillenniumHarper PerennialThe Evolving SelfHarvard University Press
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This groundbreaking book introduces a new theory of developmental coaching and a new framework for coaching practice.
Demystifying Meaningful Coincidences (Synchronicities) is an original naturalistic theory of meaningful coincidences (synchronicities) as well as a blueprint for identifying, decoding, interpreting, and utilizing their embedded self-generated 'messages' in ways that are intellectually innovative and experientially useful. Interested readers are promised an experience that will unquestionably stimulate their self-awareness and, in so doing, expand their consciousness.
Why doesn't self-help help? Cultural critic Micki McGee puts forward this paradoxical question as she looks at a world where the market for self-improvement products--books, audiotapes, and extreme makeovers--is exploding, and there seems to be no end in sight. Rather than seeing narcissism at the root of the self-help craze, as others have contended, McGee shows a nation relying on self-help culture for advice on how to cope in an increasingly volatile and competitive work world. Self-Help, Inc. reveals how makeover culture traps Americans in endless cycles of self-invention and overwork as they struggle to stay ahead of a rapidly restructuring economic order. A lucid and fascinating treatment of the modern obsession with work and self-improvement, this lively book will strike a chord with its acute diagnosis of the self-help trap and its sharp suggestions for how we can address the alienating conditions of modern work and family life.
For centuries, the vow of obedience has been at the heart of religious life. With the renewal efforts of Vatican II, the vow has been dramatically restructured but not theologically re-envisioned. The Evolution of a Vow: Obedience as Decision Making in Communion addresses the changes in the vow and proposes a renewed theology that supports the living out of obedience in the twenty-first century. Obedience-in-communion, as a theological proposal, invites vowed religious to create a pattern of limitless listening that everywhere seeks the call of God to communion. Against the horizon of communion, obedience becomes the singular thread of grace by which vowed religious become who they are called to be.
The goal of an "integral psychology" is to honor and embrace every legitimate aspect of human consciousness under one roof. This book presents one of the first truly integrative models of consciousness, psychology, and therapy. Drawing on hundreds of sources—Eastern and Western, ancient and modern—Wilber creates a psychological model that includes waves of development, streams of development, states of consciousness, and the self, and follows the course of each from subconscious to self-conscious to superconscious. Included in the book are charts correlating over a hundred psychological and spiritual schools from around the world, including Kabbalah, Vedanta, Plotinus, Teresa of Ávila, Aurobindo, Theosophy, and modern theorists such as Jean Piaget, Erik Erikson, Jane Loevinger, Lawrence Kohlberg, Carol Gilligan, Erich Neumann, and Jean Gebser. Integral Psychology is Wilber's most ambitious psychological system to date and is already being called a landmark study in human development.
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A collection of thoughtul presentations on transference and countertransference highlights The Realities of Transference, Volume 6 in the Progress in Self Psychology series. The selfobject transferences receive special attention. Elsewhere in this volme, selfobject phenomena are examined in relation to the process of working through, the origins of ambition, the psychology of addiction, the psychodynamic consequences of AIDS, and creativity. An exploration of the selfobjects of the second half of life offers new insight into later development.

In Work and the Evolving Self, Steven Axelrod begins to remedy this serious oversight by setting forth a comprehensive psychoanalytic perspective on work life. Consonant with his analytic perspective, Axelrod sets out to illuminate the workplace by examining the psychodynamic meaning of work throughout the life cycle. He begins by exploring the various dimensions of work satisfaction from a psychoanalytic perspective and then expands on the relationship between work life and the adult developmental process. This developmental perspective frames Axelrod's central task: an examination of the typical work-related problems encountered in clinical practice, beginning with a psychodynamic definition of a "work disturbance." Moving on to treatment issues, Axelrod elaborates on the manner in which assessment, supportive, and exploratory interventions all enter into the treatment of work disturbances. Axelrod concludes by considering issues of career development that emerge in individual psychotherapy and exploring the psychological implications of dramatic changes now taking place in the workplace. As such, Work and the Evolving Self is an impressive contribution to the task with which psychoanalytic therapists are increasingly engaged: that of broadening their identities and treatment approaches in a world that increasingly demands flexibility and innovation. ?????????????,???????????????.?????????????,??,????,??,??,??,??,??,??,???.

Self-determination theory is grounded in the belief that people work best and are happiest when they feel that they are in control of their own lives. This invaluable book explains the ramifications of the theory and provides clinical examples to show that it can be used to motivate patients undergoing treatment for such physical or psychological issues as diabetes management, smoking cessation, post-traumatic stress, obsessive-compulsive disorder, and depression. The first part of the book provides historical background to self-determination theory, showing that it is humanistically oriented and has three decades of empirical research behind it. In the process, the authors discuss why humanistic psychology fell out of favor in academic psychology; why "self-help" and New Age books have such perennial popularity; and why it is so important for authorities to support patients' sense of self. The remainder of the book presents many specific case examples to describe the theory's application.

The issue of self-concept is central to the studies and practices of education and psychology. The varying degrees of self-esteem that exist between individuals can offer insight into the varying degrees of health and efficiency that exist for individuals in the worlds of education, family and sport. The research presented in this book are the latest explorations of how self-concept translates into and has an effect on these far reaching and unavoidable aspects of life.

This volume reflects the renewal of interest in S?elf' and Ìdentity' among social scientists. It adopts an interdisciplinary approach to explore different perspectives across the lifespan, from the neonate to the elderly adult. ???5?,??:??????????????????????????????????????? ????????????????????????? ??????????????????? ?????????TED??????????? ????????????????????????????? ?????????????????????X???????????????? ???????????????? ?????????????? ?????????????????????? ????????????????????????????????????? ??Grit?? ?????????????????????????????????? ?????????????????????? ?????????????????????????????????IKEA?? ??? ?????????????????????????? ?????????????????????????? ????? •?????????????? •?????????? •?????????????????? •????????????? •????????????? •?????????1%???????????? •??????????????????????????? •?????????????? •??????????????????????? •?????????????? ?????? ???? ??? Teach for Taiwan??? ??? ??????????? ??? ??????? ????Lawrence H. Summers? ???????? ???????Sal Khan? ????????? ?????????Arianna Huffington? NBA?????????? ?????Brad Stevens? ???????Starfish Media Group??? ?????Soledad O'Brien? Tory Burch????CEO???? ??????Tory Burch? ?????????? ????????Robert D. Putnam? ??????? ??????Amy Cuddy? ?????????? ??????Sonja Lyubomirsky? ??????????? ???????Barbara Fredrickson? ?????????? ??????Joel Klein? ?????????? ????????Ed Viesturs? ??????? ???????Josh Waitzki? ???????? ?????Malcolm Gladwell? ???????????? ???????Daniel H. Pink? ??????????? ??????Susan Cain? ?????????? ???????Simon Sinek? ?????????? ??????Paul Tough? ????????? ????????Daniel Gilbert? ??????????? ?????Dan Heath?

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The primary purpose of The Road to Self Leadership Development is to provide individuals who want to become a leader with a systematic approach for learning how to first learn to become a self-leader. Readers learn that to lead others involves learning how to lead the self and self-leadership is all about improving feelings of self-worth.

Ken Sheldon's comprehensive new book addresses two questions: how can individuals best integrate the different facets of themselves to achieve "optimal human being", and how can researchers best integrate the different levels of analysis within the human sciences to understand "optimal human being" in general? In the process, the book supplies two new frameworks—one for viewing the human sciences as a group, and the other for viewing personality theory within that group. Optimal Human Being features a multi-level model that moves from biologically based levels of analysis to higher, socially based levels, and demonstrates how these different levels interact to determine behavior. The author then proposes a new way of looking at personality by examining four "tiers": organismic foundations, personality traits, goals/intentions, and self-concepts, and demonstrates how these levels relate to the state of optimal human being. The book concludes with two higher levels of analysis relevant to personality—social interaction and culture—and proposes a new profile of optimal human being. Intended for researchers and students in social and personality, clinical, developmental, and industrial psychology and other social sciences, the book will also serve as a supplement in a variety of courses including personality, positive psychology, well being, personal development, and motivation.

Joseph Campbell helped millions of people appreciate the power andrelevance of mythology for modern life. Personal Mythology brings you thenext step. Each of us lives a personal mythology, an inner drama whose plot we enact over andover in our daily lives. This guiding mythology determines how we think and feel andeven what we do. Understanding that mythology can be a powerful tool fortransformation. This practical guide takes you on a journey of self-discovery using rituals,dreams, and imagination. Through a series of detailed exercises, you are shown how toexamine and systematically make changes in the personal myths that underlie your life. Inthis way you become less bound by the mythologies of childhood and society and havegreater influence over personal patterns that may once have seemed beyond yourcontrol.

Change is a necessary, though sometimes challenging part of staying relevant, being engaged and seeking ways to flourish in one's life. Coaching helps individuals develop coherent strategies for their life and work and to tap into their strengths and inspiration. Often our clients find themselves having to shift or transform their limiting belief systems or habits of mind and behavior to move them toward greater self-direction. How does such meaningful change occur? What role can coaches play to effectively lead our clients to new insights? To answer these questions, the authors set off on a scholar/practitioner journey of research, study, and first-hand experience to better comprehend the mystery and wonder of how clients actually make meaningful transitions. Their path of inquiry describes a new science of change about how pivotal moments in coaching occur and what coaches can do to help ignite substantial change. This book interweaves master coach stories, examples, tools, strategies, and research to inform and enlighten readers of the profound awakening human beings are experiencing to the power of individual choice. No longer constrained by the outdated Newtonian concepts of linear change and external control, individuals are now capable of self-organization by shifting their perceptions and choosing to leave patterns of limited thought and action. From their research, the authors found that coaches play a key facilitative role in helping unleash the capacities and power of these pivots. Readers are invited to reflect on their own experiences of insight and those of their clients and to focus on priming strategies they can use to inspire and support pivotal moments for others. The authors share a dynamic model for igniting substantial change which shows the interrelationship of three core processes that contribute to a person's readiness for a shift: beliefs, inner knowing, and memory.

Egoicism, a mindset that places primary focus upon oneself, appears to be rampant in contemporary Western cultures as commercial advertisements, popular books, song lyrics, and mobile software applications consistently promote self-interest. Although a focus on oneself has adaptive value forphysical preservation, decision making, and planning, researchers have begun to address the psychological, interpersonal, and broader societal costs of excessive egoism. In an increasingly crowded and interdependent world, there is a pressing need for investigation of alternatives to a "me andmine first" mindset. For centuries, scholars, spiritual leaders, and social activists have advocated a "hypo-egoic" way of being that is characterized by less self-concern in favor of a more inclusive, "we first" mode of functioning. In recent years, investigations of hypo-egoic functioning have been taken up byphilosophers, cognitive scientists, neuroscientists, and psychologists. Edited by Kirk Warren Brown and Mark Leary, The Oxford Handbook of Hypo-egoic Phenomena brings together these vital lines of inquiry, distilling current knowledge about hypo-egoicism into a single source book.The authors of each chapter have conducted high-quality research and written authoritatively about topics that involve hypo-egoicism, all together providing an authoritative account of theory, research, and applications of hypo-egoic functioning. Part I of the book offers theoretical perspectivesfrom philosophy and several major branches of psychology to inform our understanding of the nature of hypo-egoicism and its expressions in various domains of life. Part II

presents psychological research findings regarding particular psychological phenomena in which hypo-egoicism is a prominentfeature, demonstrating the implications of hypo-egoicism for well-being, emotion regulation, adaptive decision-making, positive social relations, and other markers of human well-being. Each chapter reviews the research literature regarding a particular hypo-egoic phenomenon and offers constructivecriticism of the current limits of the research and important agendas for future investigation. Thus, this Handbook offers the most comprehensive and thoughtful analyses of hypo-egoicism to date.

Written specifically for teachers, this book offers a wealth of research-based principles for motivating students to learn. Its focus on motivational principles rather than motivation theorists or theories leads naturally into discussion of specific classroom strategies. Throughout the book these principles and strategies are tied to the realities of contemporary schools (e.g., curriculum goals) and classrooms (e.g., student differences, classroom dynamics). The author employs an eclectic approach to motivation that shows how to effectively integrate the use of extrinsic and intrinsic strategies. Guidelines are provided for adapting motivational principles to group and individual differences and for doing "repair work" with students who have become discouraged or disaffected learners.

Information on human development in India has depended heavily on Western-oriented concepts. However, Indian academia over the past three decades has emphasised and pursued indigenous culture-specific conceptualizations. This Volume links together the general concepts in psychology, sociology and, to some extent, anthropology, to focus on the culture-specific development of the Indian and to present a holistic perspective. Human Development in the Indian Context, Vol 1 contains essential information for an understanding of the nature of development of the Indian psyche and ethos. In this context, the author examines the significant aspects of development. In doing so, she presents a paradigm of an eclectic point of view, analysing basic concepts, sources and knowledge of human development in the Indian situation. She also discusses the critical skills required of the individual, the identity of the Indian and his adaptive resilience to the heterogeneity of his culture. This volume provides information to new readers and is a reference book targeted at university students, developmental institutions and to some extent, the students of comparative Asian studies. Volume 2, which follows, helps further understand the Indian in his cultural and ecological situation.

Jung was fascinated by the problem of unity in the personality. If the personality is made up of multiple voices or affective-imaginal states, as he believed it was, then how does an individual achieve a core self? Jung concluded that a coherent and continuous self is the hard won achievement of consciousness, the product of a mature personality in the second half of life. His theory of the integration of multiple subjectivities into an individuating self' anticipates current trends in constructivism and developmental psychology. Jung did not systematize his own work, nor attempt to make accessible many of his most complex ideas about the self. This volume explores his self psychology, its meaning and its application within the context of other contemporary theories of subjectivity. To describe Jung's self psychology more fully in the light of contemporary theories, the authors introduce twelve other self theories in a comparative analysis of the clinical case of a midlife man in psychotherapy. From Kohut and Piaget to Lichtenberg and Loevinger, the authors compare Jung's theories with other clinical and developmental approaches. The book's final chapter offers cogent suggestions for future use of Jung's self psychology. Unique in its treatment and understanding of Jung's theories, this volume illuminates and simplifies many of his central ideas about the self. For Jungians, it provides a contemporary context in which to read and systematize his work. For professionals in the larger therapeutic and educational communities, it offers an up-to-date introduction to a provocative and imaginative body of work that is a central chapter of modern theories of subjectivity.

How can ideas and concepts from psychology be applied smartly to the classroom to meet the needs of different learners? Supported by research and an awareness of the factors underpinning high-quality teaching, this book encourages teachers, and those training to teach, to examine their own methods in order to develop as confident, evidence-informed professionals. This third edition includes: · A new chapter on the psychology of elearning · A new discussion of applied cognitive theories in the classroom · The use of internationally friendly terminology throughout the book · Some streamlining of content to offer a more cohesive reading experience

The author of The Evolving Self draws on the theories put forth in his best-selling Flow to explain the creative process and share personal anecdotes of successful people to show readers how to tap into their own creativity. $40,000 ad/promo. Tour.

"Must professional accomplishments come at the expense of having a full life? Not according to Wharton professor and leadership and work-life expert Stewart D. Friedman. In his new book, Friedman identifies critical skills for leading an authentic and balanced life, and illustrates them through the compelling stories of six remarkable high-profile people. He also shows how to develop and apply each skill through a series of exercises anyone can use. Each leader showcased in the book-Bruce Springsteen, Michelle Obama, Sheryl Sandberg, Tom Tierney, Eric Greitens, and Julie Foudy-exemplifies a specific set of skills for achieving greater harmony between work and life. Friedman identifies these discrete skills-for being real, being whole, and being innovative-that reduce conflict. Then, based on in depth interviews and research, he paints a dramatic picture of the creative ways these six very different leaders pursue authenticity and harmony every day. Friedman also includes exercises for practicing each skill, along with actionable ideas curated from research in organizational psychology and related fields, for applying them. This book will inspire and reinforce the changes people want to make to lead more balanced lives and to become better leaders"--

In Kohut, Loewald, and the Postmoderns, Judith Teicholz, using the contemporary critique of Kohut and Loewald as a touchstone of inquiry into the current status of psychoanalysis, focuses on a select group of postmodern theorists whose recent writings comprise a questioning subtext to Kohut's and Loewald's ideas. Acutely aware of the important differences among these theorists, Teicholz nonetheless believes that their respective contributions, which present psychoanalysis as an interactive process in which the analyst's own subjectivity plays a constitutive role in the joint construction of meanings, achieve shared significance as a postmodern critique of Kohut and Loewald. She is especially concerned with the relationship - both theoretically and technically -between Kohut's emphasis on the analyst's empathic resonance with the analysand's viewpoint and affect, and the postmodern theorists' shared insistence on the expression

of the analyst's own subjectivity in the treatment situation. Her analysis incorporates fine insight into the tensions and ambiguities in Kohut and Loewald, whose work ultimately emerges as a way station between modern and postmodern viewpoints, and her appreciation of Kohut and Loewald as transitional theorists makes for an admirably even-handed exposition. She emphasizes throughout the various ways in which Kohut and Loewald gave nascent expression to postmodern attitudes, but she is no less appreciative of the originality of postmodern theorists, who address genuine lacunae in the thought and writings of these exemplars of an earlier generation. Teicholz's examination of what she terms two overlapping "partial revolutions" in psychoanalysis - that of Kohut and Loewald on one hand and of the postmoderns on the other - throws an illuminating searchlight on the path psychoanalysis has traveled over the last quarter of the 20th century.

The book applies an interdisciplinary analytical framework, based on social psychology theories of inclusion and exclusion, to a discussion of legal discourse and the development of legal frameworks in Europe concerning migrants, asylum seekers, refugees, and European citizens. It adopts a psycho-historical perspective to discuss the evolution of international and European law with regard to the rights of citizens and asylum-seeking non-citizens, from the law's inception following the Second World War up to present-day laws and policies. The book reveals the embracing of a European identity based on human rights as the common feature in European treaties and institutions, one that is focused on European citizens and has inclusionary objectives. However, a cognitive dissonance can also be found, as this common identity-making runs counter to national proclivities, as well as securitized, threat-perception-oriented perspectives that can produce exclusionary manifestations concerning persons seeking asylum. In particular, a view of inclusion and exclusion via legal categorizations of status, as well as distributions of social and economic rights, draws attention to the links between social psychology and international law. What emerges in the analysis: a process of creating value is present both at its psychological roots and the expressions of value in the law. Fundamentally speaking, the emergence of laws and policies that center on human beings and human dignity, when understood from a psychological and emotion-based perspective, has the potential to transcend the dissonances identified.

When a cultural movement that began to take shape in the mid-twentieth century erupted into mainstream American culture in the late 1990s, it brought to the fore the idea that it is as important to improve one's own sense of pleasure as it is to manage depression and anxiety. Cultural historian Daniel Horowitz's research reveals that this change happened in the context of key events. World War II, the Holocaust, post-war prosperity, the rise of counter-culture, the crises of the 1970s, the presidency of Ronald Reagan, and the prime ministerships of Margaret Thatcher and David Cameron provided the important context for the development of the field today known as positive psychology. Happier? provides the first history of the origins, development, and impact of the way Americans -- and now many around the world -- shifted from mental illness to well-being as they pondered the human condition. This change, which came about from the fusing of knowledge drawn from Eastern spiritual traditions, behavioral economics, neuroscience, evolutionary biology, and cognitive psychology, has been led by scholars and academic entrepreneurs, as they wrestled with the implications of political events and forces such as neoliberalism and cultural conservatism, and a public eager for self-improvement. Linking the development of happiness studies and positive psychology with a broad series of social changes, including the emergence of new media and technologies like TED talks, blogs, web sites, and neuroscience, as well as the role of evangelical ministers, Oprah Winfrey's enterprises, and funding from government agencies and private foundations, Horowitz highlights the transfer of specialized knowledge into popular arenas. Along the way he shows how marketing triumphed, transforming academic disciplines and spirituality into saleable products. Ultimately, Happier? illuminates how positive psychology, one of the most influential academic fields of the late twentieth and early twenty-first centuries, infused American culture with captivating promises for a happier society.

The author of the bestselling Flow (more than 125,000 copies sold) offers an intelligent, inspiring guide to life in the future. The concept of the Self has a long history that dates back from the ancient Greeks such as Aristotle to more contemporary thinkers such as Wundt, James, Mead, Cooley, Freud, Rogers, and Erikson (Tesser & Felson, 2000). Research on the Self relates to a range of phenomena including self-esteem, self-concept, self-protection, self-verification, self-awareness, identity, self-efficacy, self-determination etc. that could be sharply different or very similar. Despite this long tradition of thinkers and the numerous studies conducted on the Self, this concept is still not very well defined. More precisely, it is not a precise object of study, but rather a collection of loosely related subtopics (Baumesiter, 1998). Also, in the philosophical literature, the legitimacy of the concept of "self" has been brought into question. Some authors have argued that the self is not a psychological entity per se, but rather an illusion created by the complex interplay between cognitive and neurological subsystems (Zahavi, 2005). Although no definitive consensus has been reached regarding the Self, we emphasis in this volume that the Self and its related phenomena including self-concept, motivation, and identity are crucial for understanding consciousness and therefore important to understand human behavior. Self-concept, motivation and identity: Underpinning success with research and practice provides thus a unique insight into self-concept and its relationship to motivation and identity from varied theoretical and empirical perspectives. This volume is intended to develop both theoretical and methodological ideas and to present empirical evidence demonstrating the importance of theory and research to effective practice.

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"The Evolving Self" focuses upon the most basic and universal of psychological problems--the individual's effort to make sense of experience, to make meaning of life. According to Robert Kegan, meaning-making is a lifelong activity that begins in earliest infancy and continues to evolve through a series of stages encompassing childhood, adolescence, and adulthood. The Evolving Self describes this process of evolution in rich and human detail, concentrating especially on the internal experience of growth and transition, its costs and disruptions as well as its triumphs. At the heart of our meaning-making activity, the book suggests, is the drawing and redrawing of the distinction between "self" and "other." Using Piagetian theory in a creative new way to make sense of how we make sense of ourselves, Kegan shows that each meaning-making stage is a new solution to the lifelong tension between the universal human yearning to be connected, attached, and included, on the one hand, and to be distinct, independent, and autonomous on the other. "The Evolving Self" is the story of our continuing negotiation of this tension. It is a book that is theoretically daring enough to propose a reinterpretation of the Oedipus complex and clinically concerned enough to suggest a variety of fresh new ways to treat those psychological complaints that commonly arise in the course of

development. Kegan is an irrepressible storyteller, an impassioned opponent of the health-and-illness approach to psychological distress, and a sturdy builder of psychological theory. His is an original and distinctive new voice in the growing discussion of human development across the life span.

East meets West in this fascinating exploration of conceptions of personal identity in Indian philosophy and modern Euro-American psychology. Author Anand Paranjpe considers these two distinct traditions with regard to historical, disciplinary, and cultural `gaps' in the study of the self, and in the context of such theoretical perspectives as univocalism, relativism, and pluralism. The text includes a comparison of ideas on self as represented by two eminent thinkers-Erik H. Erikson for the Western view, and Advaita Vedanta for the Indian.

Based on a reading of more than three hundred self-help books, Sandra K. Dolby examines this remarkably popular genre to define "self-help" in a way that's compelling to academics and lay readers alike. Self-Help Books also offers an interpretation of why these books are so popular, arguing that they continue the well-established American penchant for self-education, articulate problems of daily life and supposed solutions for them, and present their content in an accessible rather than arcane form and style. Using methods associated with folklore studies, Dolby then examines how the genre makes use of stories, aphorisms, and a worldview that is at once traditional and contemporary. The overarching premise of the study is that self-help books, much like fairy tales, take traditional materials, especially stories and ideas, and recast them into extended essays that people happily read, think about, try to apply, and then set aside when a new embodiment of the genre comes along.