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For Immediate Release

# **Prisoners of Our Thoughts**

## **Viktor Frankl's Principles for Discovering Meaning in Life and Work**

### **By Alex Pattakos, Ph.D.**

World-renowned psychiatrist Viktor Frankl is the author of the bestselling *Man's Search for Meaning*, in which he vividly details his horrific experiences as a prisoner held captive in a World War II Nazi concentration camp. In his book, Dr. Frankl discusses how it is possible to find real meaning in a life that is filled with suffering and difficulty. A dedicated student of his teachings, Alex Pattakos, Ph.D. was urged by Dr. Frankl himself to write *Prisoners of Our Thoughts*, which applies Frankl's philosophy to life and work in the 21st century. Pattakos draws on Frankl's work to detail seven principles for increasing your capacity to deal with today's challenges, finding deeper meaning and fulfillment in your life and work, and achieving your highest potential.

Pattakos brings the search for meaning within the grasp of every reader. Never before have Dr. Frankl's teachings been described in such an easy to understand and easy to apply way—one that clearly shows how and why Dr. Frankl regarded the search for meaning as the primary human motivation. By demonstrating how Dr. Frankl's key principles can be applied to all kinds of life and work situations, *Prisoners of Our Thoughts: Viktor Frankl's Principles for Discovering Meaning in Life and Work* opens up new opportunities for finding personal meaning and living an authentic life.

As Dr. Frankl believed, we all have the opportunity to choose how we view any situation. We can also choose to be part of the problem or part of the solution. In this connection, the search for meaning begins with us and, as Dr. Frankl would say, only we, as individuals, can answer for our own life by detecting the meaning at any given moment and assuming the responsibility for weaving our own and unique tapestry of existence.

This paperback edition includes a new chapter on how readers of the hardcover edition have put the seven principles into action, both in their everyday lives and in extreme situations, such as in Indonesia after the tsunami (where several aid agencies adopted the book as part of their training programs) and in post-Katrina New Orleans.

***More...***

*"It has been a long wait—a very long wait! But, Viktor Frankl's principles and methods have at last been set free to be used and enjoyed and practised in the work situation."*

—Dr. Patti Havenga Coetzer, Founder, Viktor Frankl Foundation of South Africa

*"If you are completely satisfied with your way of life, and your way of being in the world, you don't need this book. But if, like most of us, you hunger for a greater sense of meaning, purpose and freedom in your life, **Prisoners of Our Thoughts** will provide you the stories, concepts, and opportunities that will help you to break free from old patterns of thought and action."*

—Judi Neal, Ph.D., Executive Director, Center for Spirit at Work, University of New Haven

*"The search for meaning at work, in work, and through work concerns us all. In bringing Viktor Frankl into the workplace, Alex Pattakos has produced a thoughtful and powerful guide that offers insight and wisdom."*

—Alan M. Webber, Founding Editor, *Fast Company* magazine

*"Alex Pattakos' book is a unique blend of erudition and creativity. He presents a vivid and clear rendering of Viktor Frankl's concept of the "Will to Meaning" underlying all our doings. We are invited and coached to apply this concept in our everyday life and work. Not averse to giving 'recipes', Pattakos makes them transparent and convincing enough, and he amply supports them by personal observations and experiences, by testimonies and quotations, by anecdotes and proven wisdom, adding more than a sprinkle of wit and common sense. And he does it all in an immensely readable style."*

—Prof. Dr. Franz J. Vesely, Director of Documentation, Viktor Frankl Institute, Vienna, Austria

*"Those who seek meaning in their work and life will find much of value in this practical application of the wisdom of Dr. Frankl, so deeply experienced and artfully presented."*

—Dee Hock, founder and CEO Emeritus, VISA

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**ALEX PATTAKOS, PH.D.**, is a principal of The Innovation Group ([www.seedsofinnovation.com](http://www.seedsofinnovation.com)), and founder of the Center for Personal Meaning, based in Santa Fe, New Mexico. He has been a full-time professor of public and business administration, including serving as a graduate program head. He is also a past president of Renaissance Business Associates (RBA), a nonprofit, international association of people committed to integrity in business and elevating the human spirit in the workplace. He is the co-editor/co-author of the book *Intuition at Work: Pathways to Unlimited Possibilities*.

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