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A BK LIFE BOOK

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For Immediate Release

You're Addicted to You

Why It's So Hard to Change—and What You Can Do About It

By Noah Blumenthal

"For the person who wants to change but can't seem to make it happen, this is a 'must read' book. In my thirty years of coaching and counseling, I have never seen such a fresh and practical approach."—Ross Tartell, PhD, Director, Team Leader, Pfizer Inc.

How many times have you caught yourself doing something dumb—again? You swore the last time was the *last* time...but it turns out it wasn't. Why? There is no magical pill for changing your ingrained behaviors. People often try to treat their behavioral addictions the way they would treat a common cold. Take a couple aspirin, and it will disappear.

It's not a lack of willpower. The real problem is we're so thoroughly conditioned to act in the old negative ways, even though we know they're harmful, that it's useless to try to stick more positive behaviors on top of them. It's just building on sand. In fact, the hold these behaviors have on us is so strong that, as Noah Blumenthal shows, they are essentially like addictions. And over time they've become so deeply ingrained that, like it or not, they have become a part of us. In a very real sense we're addicted to ourselves.

But self-addiction *can* be broken. In *You're Addicted to You: Why It's So Hard to Change—and What You Can Do About It*, Blumenthal outlines his proven "Circles of Strength" approach, a three-stage strategy for conquering and controlling damaging behaviors like anger, workaholism, risk aversion, negativity, overeating, under-exercising—just about anything. He offers tools and techniques for becoming more aware of our self-addictions and their impact on ourselves and others. He explains how to ask for specific types of support from friends, family, and coworkers. And he shows how to design strategies to disrupt self-addictive behaviors and replace them with more positive ones. Everyone knows *what* they want to change—Blumenthal shows readers exactly *how* to change.

More...

Noah Blumenthal is the founder and president of Leading Principles, Inc. an executive coaching and consulting company dedicated to building effectiveness by raising self and organizational awareness. Noah has been featured as a guest lecturer at Columbia University, Baruch College, The New School University, Fordham University, Fairfield University, and the International Coach Federation.

You're Addicted to You: Why It's So Hard to Change—and What You Can Do About It

By Noah Blumenthal

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Praise for You're Addicted to You

"We all know that changing our behavior is difficult and can often feel impossible. Through examples that will have you nodding your head as you recognize yourself, Noah Blumenthal shines a light on common self-addictions and helps you identify your own. His realistic, systems approach for tackling personal and professional change can help you get started on a new quest or sustain changes already underway."

—Tammy J. Winnie, Director, Global Organization Effectiveness, Kellogg Company

*"With all the attention our culture invests in advice for every kind of personal change—from weight loss to leadership style—it's striking how little genuine wisdom we have for how to change once we've identified what to change. In **You're Addicted to You** Noah Blumenthal offers concrete, effective strategies for finding traction to change where change has alluded us before."*

—Keith Allred, faculty member at Harvard's Kennedy School of Government and founder of TheCommonInterest.org

"Anyone with a strong desire to make a change of any kind will benefit from this book. This easy-to-read and practical book provides a chronology of steps anyone can take to make change happen; be it personal or professional. Your first step should be to read this book!"

—Sidney Chapon, Vice President/Director, Leadership & Organizational Development, Leo Burnett Worldwide

*"Noah Blumenthal's **You're Addicted to You** speaks to a problem familiar to the diverse worlds of health psychology, organizational change, and individual counseling: how does one facilitate real behavior change, change which endures for more than a very brief time? Noah presents the possibility of change using straightforward language, helpful examples, assessment tools, and homework. By the end of the book, you will know yourself better and you will feel that you know Noah as well. I do know Noah and he is as smart and authentic as he sounds here!"*

—Kathleen M. Schiaffino, PhD, Associate Professor of Psychology, Fordham University

"In this engaging and informed guide to enhancing self-awareness and personal growth, Noah Blumenthal helps us to find effective pathways to change. You will recognize many people in his examples, most importantly, yourself. And you'll start to apply what you learn here before day's end. Blumenthal will get you going. Beyond that, as he makes clear, anything is possible... it's up to you."

—Joseph G. Cunningham, PhD., Professor of Psychology, Brandeis University

"Noah Blumenthal has created a simple, yet powerful means for effecting personal change. In an era where everything is supposed to be quicker and more automated, it is refreshing to find an approach which both honors the struggle we all face and acknowledges the time needed to make real, lasting changes to our behavior."

—Ethan Schutz, President, Business Consultants Network

"Anyone who has tried to change knows how difficult it can be. Noah Blumenthal provides not only a voice of encouragement and optimism, but provides concrete tools we can use immediately to transform the lead of present circumstances into future gold."

—Karlin Sloan, CEO, Karlin Sloan & Company

More...

"Noah Blumenthal has crafted a book for self-improvement that seems to have been personally written for each of its readers. It is an excellent guide toward the achievement of a happy life and the rediscovery of the divinity that resides in all of us. I am excited for the life-affirming opportunities that this approach can bring to my work and to my home."

— Rabbi Mark Covitz, Congregation Beth Yam, Hilton Head Island, South Carolina

"In Blumenthal's knowledgeable and realistic approach to personal transformation you will discover something we all need, but very few of us are actually able to achieve: successful and sustainable change."

—W. Warner Burke, PhD, Edward Lee Thorndike Professor of Psychology & Education, Chair, Departement of Organization and Leadership, Teacher's College, Columbia University