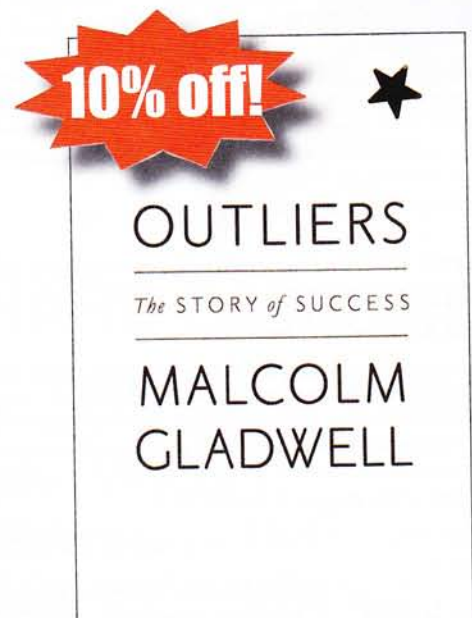
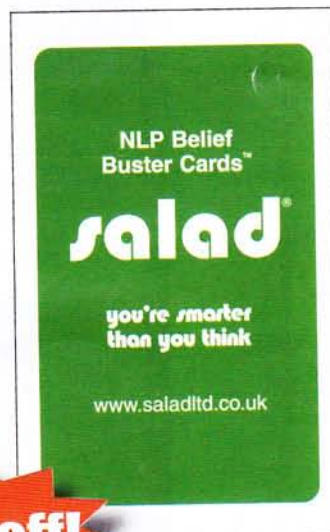
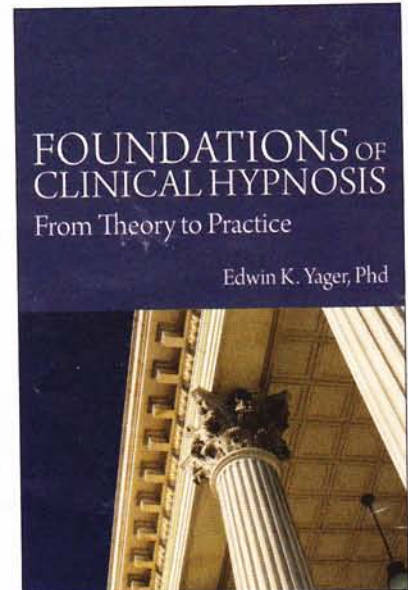
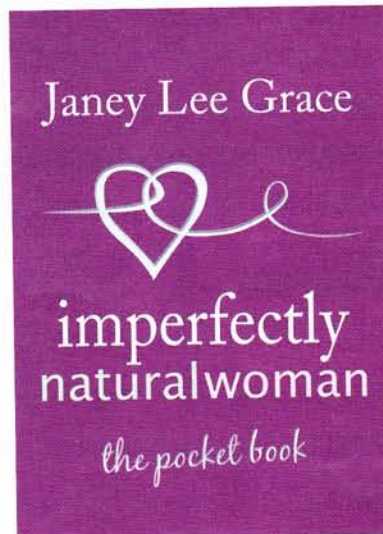
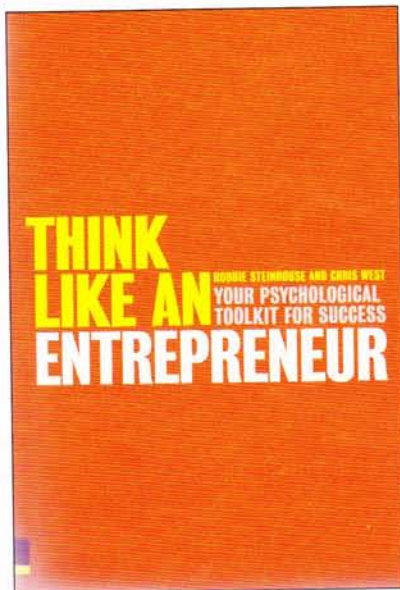


Spring Edition 2009

Changes

Issue 74

Keeping you in touch with the latest in NLP and Therapy



20% off!

Trevor Silvester reviews his favourite titles – centre pages
Personal Success by Curly Martin – page 7
Jamie Smart on Beliefs – page 13

Looking to change

your career, your life, or the universe this year? **You know that change begins with you.**

We offer a range of courses that could help you answer the questions you're asking yourself. Among them are:

Diploma in Cognitive Hypnotherapy with NLP Practitioner Certification accredited by the National Council for Hypnotherapy.

This 10 month course, run in London one weekend per month, offers cutting edge training by the founder of this approach, with great post-course support. Next course begins March 2009.

Selfhelpnosis

This one day training teaches you the best techniques from the field of positive psychology, cognitive hypnotherapy and NLP to make you able to control your stress and anxiety, not let it control you. Courses running in 2009.

For more details about how we can help to make 2009 the year you made it happen, please visit our website

www.questinstitute.co.uk



Hello, and welcome to Changes 74!

Following on from the success of Richard Bandler's two new books last autumn we feature some of Richard's classic books from the "golden age" of NLP. Richard will be speaking at a special event in London in April (see below) and this is a fantastic opportunity to see this remarkable man in action. Also in this edition Trevor Silvester picks his favourite books and we have articles from Curly Martin (who is offering a free 2 day Personal Success seminar) and Jamie Smart (accompanying a raft of new and exciting resources from Salad). Happy reading!

The Editor

BOOK OF THE MONTH

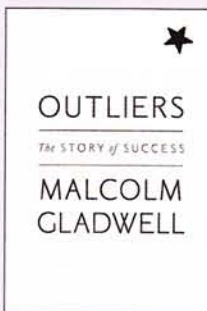
10% Off! Outliers: The Story of Success

Malcolm Gladwell

A brilliant new book from the bestselling author of *The Tipping Point* and *Blink*. Why are people successful? For centuries, humankind has grappled with this question, searching for the secret to accomplishing great things. In this stunning new book, Malcolm Gladwell takes us on an invigorating intellectual journey to discover what makes an extreme overachiever. He reveals that we pay far too much attention to what successful people are like, and too

little attention to where successful people are from: their culture, their family, and their generation. Gladwell examines how the careers of Bill Gates and the performance of world-class football players are alike; what top fighter pilots and The Beatles have in common; why so many top lawyers are Jewish; why Asians are good at maths; and why it is correct to say that the mathematician who solved Fermat's Theorem is not a genius. Just as he did in *Blink*, Gladwell overturns many of our conventional notions and creates an entirely new model for seeing the world. Brilliant and entertaining, this is a landmark work that will simultaneously delight and illuminate.

Hardback 256 pages RRP £16.99 **Our price £15.29** 23628



ALTERNATIVES



Hailed as one of the greatest geniuses in the field of personal change, and the father of Neuro-Linguistic Programming (NLP), Richard has helped tens of thousands of people around the globe rid themselves of 'incurable' phobias, fears, anxieties, addictions, negative habits and past traumas, often in a single session.

During this workshop Richard will reveal a number of time-tested NLP techniques that will bring about quick and lasting change in whatever areas of life you choose, with his remarkable insight and controversial signature wit.

This event is supported by Anglo American Books and NLP Connections

Wednesday 29 April 2009

7 pm - 9.30 pm
at

**Friends House, 173 Euston Road
London NW1 2BJ**

An evening with

RICHARD BANDLER
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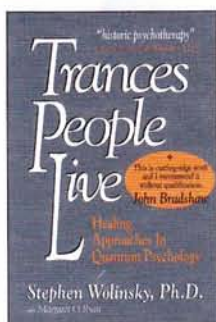
Trevor Silvester Reviews

Trevor Silvester is the Training Director and co-founder of The Quest Institute, which launched the first qualification in Cognitive Hypnotherapy in 2000. In 2003 the release of his first book *Wordweaving* volume one: *The Science of Suggestion* established his reputation as a leading expert in the field of hypnotic suggestion, and it was followed in 2006 with volume 2: *The Question is the Answer*, which used some of the key premises of Cognitive Hypnotherapy to guide therapists in using the client's model of the world to create suggestions for them.

He is a Fellow of the National Council for Hypnotherapy and in 2007 received their highest award, the Hartland memorial Award, for his outstanding contribution to hypnotherapy. He was the Editor of the *Hypnotherapy Journal* for nine years.

"One of the best pieces of advice I was ever given was to read outside my field, and there is so much happening in neuroscience and areas of psychology that impact directly on our practice as therapists that I feel very lucky to be around at this moment in time. Reading is both a passion and a pleasure, and I hope the following recommendations give you some of the feelings of excitement and discovery that they've given me."

Trevor Silvester

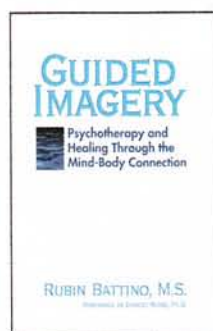


Trances People Live: Healing Approaches in Quantum Psychology Stephen Wolinsky PhD

More than any other, this book changed my professional life. I think it contains the basis for a revolution in therapy by getting us to recognise that trance states are just part of normal brain functioning and the means by which the brain creates our perception of reality

– including our problems and limitations. 'A must read' is an overused phrase, but this really is.

Paperback 260 pages £14.99 1396



Guided Imagery: Psychotherapy and Healing Through the Mind-Body Connection Rubin Battino

If you have an interest in working with healing issues this is a wonderful book that will give you many ideas and techniques. One of the things I love about Rubín's work is its minimalism

and the way he focuses on the quality of the relationship as a prerequisite for effective work. This book gives you insights into how to achieve this.

Paperback 394 pages £16.99 21865
Audiotape set of accompanying scripts £15.00 14376

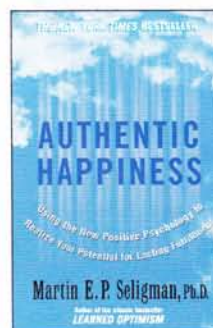


Monsters and Magical Sticks: There's No Such Thing as Hypnosis? Steven Heller & Terry Steel

Steven Heller is sadly no longer with us, and it says much for this beautiful book that by the end of it I felt the loss of someone I'd never met. Incredibly prescient, this book is written so wittily and so familiarly that the pages flow by. Based around his view that 'there's no

such thing as hypnosis' – because everything is hypnosis, it leaves an impression on my work that's never left. Thank goodness.

Paperback 190 pages £15.99 229

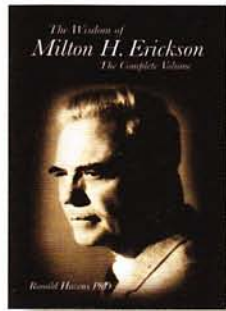


Authentic Happiness: Using the New Positive Psychology to Realize Your Potential for Lasting Fulfillment Martin Seligman PhD

Martin Seligman began the Positive Psychology movement, which has provided some of the most useful insights into how to improve our mental wellbeing in recent times. *Authentic Happiness* is packed with the results of

studying how happy people create their happiness – and how unhappy people can change. Optimism is a state of mind that can be created. As therapists it's really worthwhile knowing how.

Paperback 326 pages £15.00 23620

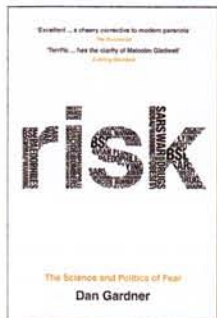


The Wisdom of Milton H Erickson: Complete Volume
Ronald Havens

There are many great books about Erickson, so it's difficult to choose one over another, but I've returned to this book many times. Havens has done a fantastically difficult job sublimely well in the way he's assembled examples of Erickson's writings under coherent headings that really builds a

sense of his guiding philosophy and a window into his thoughts.

Hardback 416 pages £35.00 20065

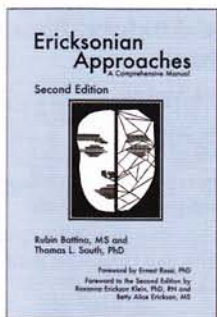


Risk: The Science and Politics of Fear
Dan Gardner

This is an excellent book, on several levels. Firstly the book begins by describing the two different thinking systems used by our brain, which Gardner calls 'Head' and 'Gut'. He does so in a beautifully lucid and interesting way, linking it clearly to our evolution. The second level is where he goes on, in fascinating detail to say how the

media, the pharmaceutical industry, the government and others, are all contributing to a global increase in our anxiety levels. One of my favourite books of 2008.

Paperback 416 pages £8.99 23623

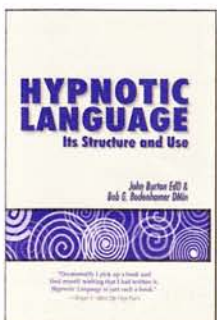


Ericksonian Approaches: A Comprehensive Manual
Second Edition
Rubin Battino & Thomas L South

This is simply an excellent book, covering a wide range of subjects in an interesting and entertaining way. Using Ericksonian philosophy as the cornerstone of their overview of the field, it allows them to elegantly explore induction methods, means

of building rapport and use of language, amongst many other things. A great resource.

Hardback 624 pages £39.50 20540
Accompanying CD £12.99 21480



Hypnotic Language: Its Structure and Use

John Burton & Bob G Bodenhamer

An excellent book covering the factors involved in people's response to suggestion. Well researched and presented, it brings ideas from other disciplines that I found really helpful – particularly the work of Piaget.

Hardback 304 pages £25.00 14326



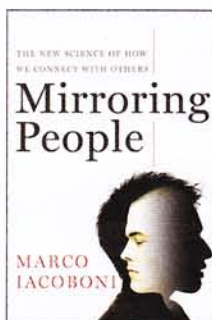
The Biology of Belief: Unleashing the Power of Consciousness, Matter, & Miracles

Bruce H Lipton PhD

Sometimes a book can make such an impression that you can remember where you were sitting when you read it. This is one such book. I found the first half of the book an utter revelation as Bruce Lipton shatters the central dogma of biology – that genes drive behaviour – by showing intriguing

evidence for the primacy of the environment. If he's right it offers an amazing justification for mind/body approaches. In the second half Lipton leaves his area of expertise and makes connections to quantum physics and spirituality that I found less convincing, but worth the price just for the first 60 pages. A must read.

Hardback 224 pages £19.99 23508



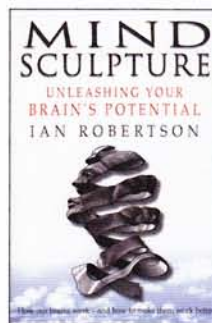
Mirroring People: The New Science of How We Connect With Others

Marco Iacoboni

I think Mirror Neurons are one of the most exciting and important discoveries in neuroscience, and I have a feeling they could turn out to be the fundamental building blocks of consciousness itself. Marco Iacoboni has been involved in this area of

research since they were first discovered and fascinatingly details the discoveries since and their implications. Simply one of the most exciting books I've read in a long time.

Hardback 308 pages £20.99 23619



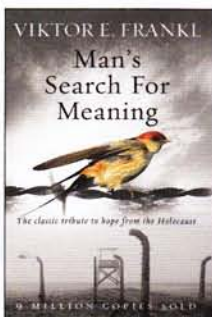
Mind Sculpture: Unleashing Your Brain's Potential

Ian Robertson

Ian Robertson does a fabulous job of bringing the 'trembling web' of the brain to life. He gives a real sense of its plasticity and our ability to grow it productively. I first read it about three years ago and I still find myself recommending it to my students on a regular basis despite having since read many

other books covering this material, so it must be good.

Paperback 316 pages £7.99 15557



Man's Search for Meaning: The Classic Tribute to Hope from the Holocaust

Victor Frankl

A book that should be given to every teenager to read. The first part of the book explores Frankl's experiences in Auschwitz, and the second describes his approach to therapy that emerged from the suffering. A book that is overwhelming, and probably

one of the greatest works of the 20th century.

Paperback 160 pages £7.99 23622