

...Getting what you want without losing what you need.

"This is a book for anyone trying to succeed in life. Toxic success is killing us and ruining our families."

Paul Pearsall, Ph.D.

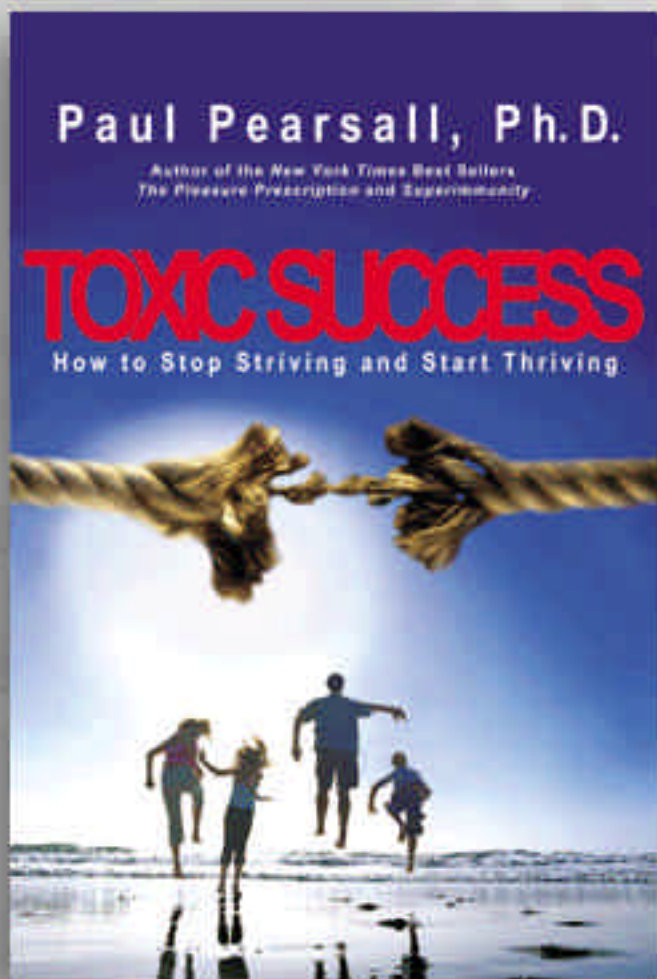
Why do so many highly successful men and women feel lonely, cutoff, and unfulfilled by their success? Why does our drive for "winning" so often threaten our health, our relationships, and our families, leaving us with "an eerie vacancy of spirit?"

Best-selling author and clinical psychologist Dr. Paul Pearsall discovered this pattern of "Toxic Success Syndrome" or TSS in his 10-year study of a hundred "winners," together with their families and associates. He confirmed that most TSS victims are distant, detached, and distracted and suffer from a form of ADD—attention deficit disorder.

People who experience "Sweet Success"—an almost constant state of delight in their love, work and play—are able to direct their attention and stay in the "now," being the center of swirling activity without getting fragmented. It's being pulled through life, not pushed; going with the flow instead of fighting the current; being responsive rather than driven.

Dr. Pearsall's detoxification program has helped many TSS patients to "sweeten it up" by changing their mindset and taking back their attention, focusing on what they need not what they want.

Toxic Success is this celebrated author's most important book to date.



- \$50,000 publicity campaign
- Ads in *New Age Journal*, *Psychology Today*, *Publishers Weekly*
- 25-city radio tour
- Author tour: New York, Chicago, San Francisco, Los Angeles
- National print campaign

Paul Pearsall, Ph.D., is a licensed clinical psycho-neuroimmunologist, a specialist in the study of the healing mind. He holds a Ph.D. in both clinical and educational psychology. He is the author of fifteen books, including five *New York Times* bestsellers. Dr. Pearsall is in great demand as a speaker and appears regularly on *The Montel Williams Show*, *20/20*, *Dateline*, and *Good Morning America*.



***Toxic Success:*
How to Stop Striving and Start Thriving
Paul Pearsall, Ph.D.**

May 2002 Price: \$24.95 Psychology/Self-Help
6 x 9 Hardcover 350 pages ISBN 1-930722-09-5
Translation Rights: World, Linda Michaels Literary Agency
Reprint, Book Club, Electronic: Writers House



INNER OCEAN PUBLISHING™

Exploration, Inspiration, Transformation™

Inner Ocean Publishing, Inc. PO Box 1239 Makawao Maui Hawaii 96768-1239 USA
www.innerocean.com Tel: 1 808 573 8000 Fax: 1 808 573 0700

Distributed to the trade by National Book Network 1 800 462 6420

Available in May 2002 from all major distributors