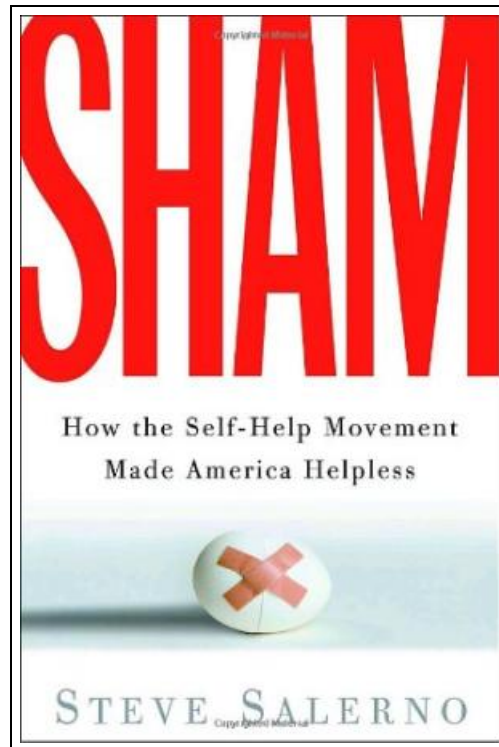


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Random House USA Inc. Paperback / softback. Book Condition: new. BRAND NEW, Sham: How the Self-Help Movement Made America Helpless (annotated edition), Steve Salerno, Self-help: To millions of Americans it seems like a godsend. To many others it seems like a joke. But as investigative reporter Steve Salerno reveals in this groundbreaking book, it's neither--in fact it's much worse than a joke. Going deep inside the Self-Help and Actualization Movement (fittingly, the words form the acronym SHAM), Salerno offers the first serious expose of this multibillion-dollar industry and the real damage it is doing--not just to its paying customers, but to all of American society. Based on the author's extensive reporting--and the inside look at the industry he got while working at a leading "lifestyle" publisher--"SHAM" shows how thinly credentialed "experts" now dispense advice on everything from mental health to relationships to diet to personal finance to business strategy. Americans spend upward of \$8 billion every year on self-help programs and products. And those staggering financial costs are actually the least of our worries. "SHAM" demonstrates how the self-help movement's core philosophies have infected virtually every aspect of American life--the home, the workplace, the schools, and more. And Salerno exposes the downside of being uplifted, showing how the "empowering" message that dominates self-help today proves just as damaging as the blame-shifting rhetoric of self-help's "Recovery" movement. "SHAM" also reveals: - How self-help gurus conduct extensive market research to reach the same customers over and over--without ever helping them - The inside story on the most notorious gurus--from Dr. Phil to Dr. Laura, from Tony Robbins to John Gray - How your company might be wasting money on motivational speakers, "executive coaches," and other quick fixes that often hurt quality, productivity, and morale - How the Recovery movement has eradicated notions...



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