



Self-Esteem: A Proven Program of Cognitive Techniques for Assessing, Improving, and Maintaining Your Self-Esteem

By Matthew McKay, Patrick Fanning



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Self-esteem is essential for our survival. Without some measure of self-worth, life can be enormously painful, with many basic needs going unmet.

One of the main factors differentiating humans from other animals is the awareness of self: the ability to form an identity and then attach a value to it. In other words, you have the capacity to define who you are and then decide if you like that identity or not. The problem of self-esteem is this human capacity for judgment. It's one thing to dislike certain colors, noises, shapes, or sensations. But when you reject parts of your self, you greatly damage the psychological structures that literally keep you alive. Judging and rejecting your self causes enormous pain.

Since its first publication in 1987, *Self-Esteem* has become the first choice of therapists and savvy readers looking for a comprehensive, self-care approach to improving self-image, increasing personal power, and defining core values. More than 600,000 copies of this book have helped literally millions of readers feel better about themselves, achieve greater success, and enjoy their lives to the fullest.

You can do it, too!

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Editorial Review

Review

McKay and Fanning recognize the complexity of the human tendency toward self-criticism. Their carefully written, cognitively oriented self-help book wisely avoids simplistic solutions, offering instead a systematic approach to self-esteem development.

—Robert E. Alberti, Ph.D., author of *Your Perfect Right*

Positive self-esteem is the centerpiece of a healthy personality. McKay and Fanning's new book offers us a valuable storehouse of tactics and strategies for constructing (or renovating) the foundation of our self-esteem.

—Philip G. Zimbardo, Ph.D., author of *Shyness*

Self-Esteem is truly a very special title. Good writing is especially necessary for self-help titles.... I feel a special enthusiasm in bringing it to the notice of our audience.

—The Midwest Book Review

From the Publisher

The original self-help book for building healthy self-esteem just got better with a catchy new package that connects it to *The Self-Esteem Companion* and the forthcoming *Self-Esteem Guided Journal*.

About the Author

Matthew McKay, PhD, is a professor at the Wright Institute in Berkeley, CA. He has authored and coauthored numerous books, including *The Relaxation and Stress Reduction Workbook*, *Self-Esteem, Thoughts and Feelings*, *When Anger Hurts*, and *ACT on Life Not on Anger*. McKay received his PhD in clinical psychology from the California School of Professional Psychology, and specializes in the cognitive behavioral treatment of anxiety and depression. He lives and works in the greater San Francisco Bay Area.

Patrick Fanning is a professional writer in the mental health field, and founder of a men's support group in Northern California. He has authored and coauthored eight self-help books, including *Self-Esteem, Thoughts and Feelings*, *Couple Skills*, and *Mind and Emotions*.

Users Review

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Bertha Chang:

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