



**For immediate release!**

## **The Anatomy of Experiential Impact Through Ericksonian Psychotherapy**

by **Jeffrey K. Zeig, PhD**  
with a foreword by **Nicolas A. Cummings**

A great surprise awaits readers of this practical and provocative book. The groundbreaking ideas proffered by Milton H Erickson all those years ago are vastly expanded and made more precise in the brilliant hands of Dr. Jeffrey Zeig. It's full of wonderful stories, an abundance of wisdom, and a clear roadmap of how to do truly creative and effective clinical work. If you read only one book on therapeutic interventions that facilitate change, make it this one.

— **Harriet Lerner, Ph.D.**

Author of *The Dance of Anger* and *Why Won't you Apologize?*

This is one of the best books I've read in psychotherapy in the past 5 years. With remarkable lucidity and wisdom, Dr. Zeig fleshes out the essence of effective therapy. His simple clarity and poetic resonance make the book helpful to beginning and advanced therapists alike. I highly recommend it!

— **Stephen Gilligan, Ph.D.**

Psychologist, and Author of *The Courage To Love*

This book is fundamentally Ericksonian -- meaning that it is based on the principle ideas of Milton Erickson -- but it also goes beyond Erickson's foundations and style. Zeig does a beautiful job of graciously crediting Erickson for all that he learned, although he has developed his own perspective on what Erickson taught and puts those ideas into a pragmatic form. Zeig uses a plethora of ways to explain the concepts in this book -- through models, examples, exercises, constructions and deconstructions, discussions, comparisons reflections, and even a transcript. Each approach offers different facets of the larger whole. Readers are given a buffet of choices from which to learn. What shines throughout this book, and the entire series, is Zeig's strong intellect and his exceptional ability to absorb new ideas, ponder a diverse input of phenomenological perspectives, and bring together opportunities to learn.

—**Roxanna Erickson-Klein, RN, Ph.D.**

Co-editor of *The Collected Works of Milton H. Erickson, MD*

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