Self-Esteem: A proven program of cognitive techniques for assessing, improving and maintaining your self-esteem

Patrick Fanning, Matthew McKay

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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 psycho logical 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.

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