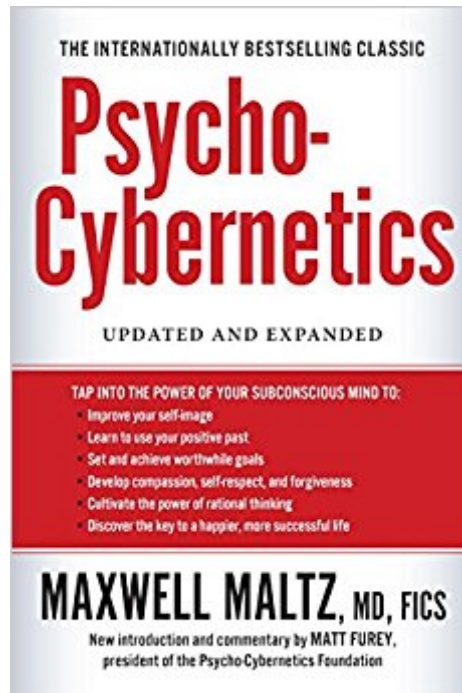




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# Psycho-Cybernetics: Updated And Expanded



## Synopsis

Cybernetics (loosely translated from the Greek): “a helmsman who steers his ship to port.” Psycho-Cybernetics is a term coined by Dr. Maxwell Maltz, which means, “steering your mind to a productive, useful goal so you can reach the greatest port in the world, peace of mind.” Since its first publication in 1960, Maltz’s landmark bestseller has inspired and enhanced the lives of more than 30 million readers. In this updated edition, with a new introduction and editorial commentary by Matt Furey, president of the Psycho-Cybernetics Foundation, the original text has been annotated and amplified to make Maltz’s message even more relevant for the contemporary reader. “Before the mind can work efficiently, we must develop our perception of the outcomes we expect to reach. Maxwell Maltz calls this Psycho-Cybernetics; when the mind has a defined target it can focus and direct and refocus and redirect until it reaches its intended goal.” Tony Robbins (from Unlimited Power) Maltz was the first researcher and author to explain how the self-image (a term he popularized) has complete control over an individual’s ability to achieve (or fail to achieve) any goal. And he developed techniques for improving and managing self-image • visualization, mental rehearsal, relaxation • which have informed and inspired countless motivational gurus, sports psychologists, and self-help practitioners for more than fifty years. The teachings of Psycho-Cybernetics are timeless because they are based on solid science and provide a prescription for thinking and acting that lead to quantifiable results.

## Book Information

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## Customer Reviews

Reviews of Maxwell Maltz's original Psycho-Cybernetics: "Psycho-Cybernetics is a classic personal development book. Most of the current speakers in the area of personal development, including Zig Ziglar, Tony Robbins, Brian Tracy and others owe a debt to Maxwell Maltz for the foundation of their material. The psychological training of Olympic athletes is also based on the concepts in Psycho-Cybernetics. Thousands, possibly millions, of people have benefited by putting these ideas to work. Put Psycho-Cybernetics on your "must-read" list.

—Michael C. Gray, Profit Advisors

"Published in 1960, Psycho-Cybernetics remains one the classics of self-help, self-improvement, and personal development.

—Mind of Success

"An invaluable aid to the layman, offering a sound, scientific method of practical self-improvement.

—Mark Freeman, Ph.D., clinical psychologist

"This classic by Maxwell Maltz is considered by many experts in the field to be the grandfather of all self-help books. Although it was written in 1960, Psycho-Cybernetics is just as relevant more than 50 years later. His timeless tenets offer a road map for self-image improvement and better quality of life.

—Gayot.com

"Maxwell Maltz, author of Psycho-Cybernetics, was an early exponent of the visualization principle. Almost half a century ago, he captures a truth that can literally transform the way we think, act, and communicate.

—Bert Decker, You've Got to Be Believed to Be Heard

"Psycho-Cybernetics has sold in its millions because it provides a scientific rationale for dream fulfillment. The science and computing references are now outdated, but the principles of cybernetics have only grown in influence. Complexity theory, artificial intelligence, and cognitive science all grew out of the cybernetic understanding of how the non-physical, the "ghost in the machine," guides matter. This makes Psycho-Cybernetics the perfect self-help book for a technical culture.

—Tom Butler-Bowdon, 50 Self-Help Classics

"Psycho-Cybernetics was written back in 1960, but it was way ahead of its time. Maxwell Maltz was a successful plastic surgeon in the States, and he was puzzled by the attitudes of some of his patients whose plastic surgery was successful, but they still felt ugly inside. This book explores the psychology of self-image, and its profound effects on all our lives. But Maxwell Maltz goes further, and sets out an action plan to change your self-image from a disempowering one to an empowering one. Ever wondered how some people seem effortlessly successful, wealthy, fit and healthy, while others struggle and seem to get nowhere? The answers lie in the concepts set out in this book: the self-image, the subconscious mind, the power of visualization, relaxed concentration, goal-setting.

—Fitness4London

Dr. Maxwell Maltz received his doctorate in medicine from the College of Physicians and Surgeons of Columbia University in 1923. After postgraduate work in plastic surgery in Europe, Maltz was appointed to head several departments of reparative surgery in New York hospitals over his long and distinguished career. He was a prominent international lecturer and on the psychological aspects of plastic surgery. He published two books on the subject, *New Faces, New Futures* and *Dr. Pygmalion*. In the 1950s, Maltz became increasingly fascinated by the number of patients who came to him requesting surgery, who had greatly exaggerated "mental pictures" of their physical deformities, and whose unhappiness and insecurities remained unchanged even after he gave them the new faces they desired. In 1960, after nearly a decade of counseling hundreds of such patients, extensive research, and testing his evolving theory of "success conditioning" on athletes, salespeople, and others, he published his findings in then radical ideas in the first edition of *Psycho-Cybernetics*, which went on to sell millions of copies and to be translated in dozens of languages. Matt Furey, president of the Psycho-Cybernetics Foundation, a national and world title-holder in wrestling and martial arts, a bestselling fitness author as well as successful internet entrepreneur, has committed himself to preserving and extending the legacy of Maltz's work. Furey headlines sold-out seminars and coaches hundreds of men and women in his highly successful MasterMind/Joint Venture Connection, as well as the Psycho-Cybernetics Coaching Program. Learn more about Dr. Maltz's work and Matt Furey at [www.psycho-cybernetics.com](http://www.psycho-cybernetics.com).

One of the first copies of Maxwell Maltz's book, *Psycho-Cybernetics* is still, to this day, on my bookshelf. In 1961, it did much more than just put me on my quest for self-improvement. For the very first time, someone connected the mind to the body and brought home the old, simple adage ... "Change your Mind and you change your life!" That was *Psycho-Cybernetics*. That was the principle of Self Image Psychology ... proven and verified by science itself as an irresistible and powerful no nonsense psychology of happiness and fulfillment. From there on ... for decades ... everything else that was printed in the Self Help Industry became supporting commentary for the principles in this book. And now ... the new "enhanced" version of *Psycho-Cybernetics* just arrived. And Yesssss!!! I enjoyed this one as much as the original. If not more so! Comparing the two, the new authors kept the voice and the insights of the original text intact, integrating only the updates needed for new generations to come to experience and cherish the joy of reading this old, new classic for the first time. And experience it, you will. You cannot do otherwise. Indeed, it gives me great pleasure to recommend this new version of the book that's been around for over a half century. If you are not

among the 35 million+ people who read the older one ... please, do yourself a favor ... get a copy now and read it! You will find that Psycho-Cybernetics will do it to you, as it did it to us, decades ago. True to its kind, the new Enhanced version of Psycho-Cybernetics is still the only book that scientifically proves the principle of Self Image Psychology and makes it the new foundation for a new century's hope, success and the dream of a better life. And the beat goes on!

Very useful book for managing oneself. Mastering the art of nurturing one's self-image, self-acceptance, and self-love can be a lifelong journey. I'd say it likely is for many; or at least it's a major challenge that often goes unacknowledged. I personally found much of the material to be ... not dense ... but dry. I hate to say that because Maltz is clearly such an intelligent man with an important message and helpful advice. But, it is true, in my opinion. If you are challenged by insecurities and an inaccurate, negative self-image, this is a must-read.

a must have in your book collection

From what I can see, this is in every way the original text, not a remake updated one. There are other versions that have different authors added and updated text (example, saying "people" or "person" as opposed to "man") however everything here points to this being the correct book with original text. This is the granddaddy of self help, and if you read Tony Robbins, Bob Proctor, Brian Tracy etc you'll recognize where they borrow the ideas from this book. If you read and practice it this and other books will change your life, but don't buy it and just not read it, no matter what. That would be a wasteful shame.

This is one of those few books that put forth a new idea that has not only stood the test of time but has been woven into the fabric of the entire self development industry. It's up there with "Think and Grow Rich" and "How to win friends and influence people". It starts slow and after 2 or 3 chapters I was beginning to question the purchase. "There is nothing to DO" I thought. Then after it got going I felt there was TOO MUCH to do. Lots of exercises. Of course, like so many things, the crux is in the application. Will you use it? I think the thing I liked best is that you can really hear Dr Maltz's passion for humanity and sincere desire to help. He seems like a wonderful man. Also that he isn't in the pie-in-the-sky "anyone can do anything" camp. He teaches us to be truthful about our actual limitations, which do have limits, but are far above what most people do or even aspire to. I put this on a short Must Read list of a handful of classics and consider it a must for anyone pursuing their

full potential. Buy it. Read it. Use it. You won't regret it.

This is my favorite book of all time. I actually ended up purchasing this book for 3 of my family members. I highly suggest you read this book!

I have had many obstacles throughout life. The reasons for my obstacles finally dawned upon me through the wise words of Bob Proctor, as he mentioned the self image. He recommended a book on it, by Maxwell Maltz. Anyone who wants to make a change, a true change, this book is for you. If it's losing that weight for real, or getting that confidence, or daring to do amazing & out of the comfort zone things, then as mentioned THIS IS FOR YOU! Changing your self image and having an honest look on your self, will not only improve the quality of your life but those around you as well. 5,5/5

This book rocks !!! its amazing that these principles that were written originally by Maltz over 60 years ago have survived the test of time and are still working amazin for everyone that takes them to heart and follows the directions. A few times he refers to bible scriptures and its amazing how well the concepts of believing go hand in hand with biblical principles.

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