

THE CHOICE

*Suppose everything in life depended
on one decision . . .*

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INTRODUCTION

Occasionally a discovery is made that changes everything. Galileo and Copernicus challenged the traditional model of the universe and changed forever our view of ourselves and the world. Semmelweis and Pasteur, pioneers in the germ theory of medicine, laid the groundwork for modern medical science. Einstein revolutionized physics with his special and general theories of relativity.

This little book outlines in a simple way another such discovery.

An international team of scholars led by Professor C. Terry Warner has made a breakthrough discovery—a discovery that cracks the central problem at the heart of any attempt to understand human behavior.

Freud noticed that people are often blind to their actual motivations and fail to understand their influence on others. Alone this is an interesting observation. But there was more. He noticed that this blindness seemed willful or strategic. That is, to an outside observer, it appeared that *people systematically created their own obstacles to well-being—without knowing they were creating them—and then resisted any attempts to overcome those obstacles.*

But this creates a paradox. How can one who is blind to the trouble he has created see and resist so perfectly any attempts to correct that trouble? As one of Freud's critics noted, wouldn't we have to know the truth very exactly in order to hide it from ourselves so carefully? Modern psychology began as an attempt to explain this paradox, a paradox that has become known as "self-deception."

The personal and organizational implications of this issue are immense. Recognizing this, for over a hundred years scholars working at the deepest levels of the human sciences have attempted to explain the paradox. Meanwhile, most of the popular psychological debate has continued forward, with the participants and the public unaware that everything being debated has a problem at its very core.

In groundbreaking work, Dr. Warner and his team of scholars have revealed an explanation. This little book outlines, in an accessible and thought-provoking way, the flow of that discovery. Other publications will explore the myriad and profound individual and organizational implications of this work.

What follows will strike you as simple. In its simplicity is power.

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