



Asserting Yourself-Updated Edition: A Practical Guide For Positive Change

By Sharon Anthony Bower, Gordon H. Bower



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The classic best-selling step-by-step program for becoming more assertive. Utilizing a number of techniques from behavior-change psychology, speech, communications, and acting, the authors Sharon and Gordon Bower outline an effective assertiveness program to help people improve their self-esteem, articulate their opinions, and develop meaningful relationships. Exercises and examples throughout-including the celebrated DESC scripts (describe, express, specify, consequences)-allow readers to practice the program, adapt it to their own lives, and evaluate their progress. For both personal and professional use, Asserting Yourself is the classic guide to building confidence and taking a stand.



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Editorial Review

About the Author

Sharon Anthony Bower is President of Confidence Training, Inc. She has led communication workshops for Apple, IBM, Hewlett-Packard, and government agencies. Gordon H. Bower is Professor of Psychology at Stanford University, having received his Ph.D. from Yale. He is a member of the National Academy of Sciences.

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