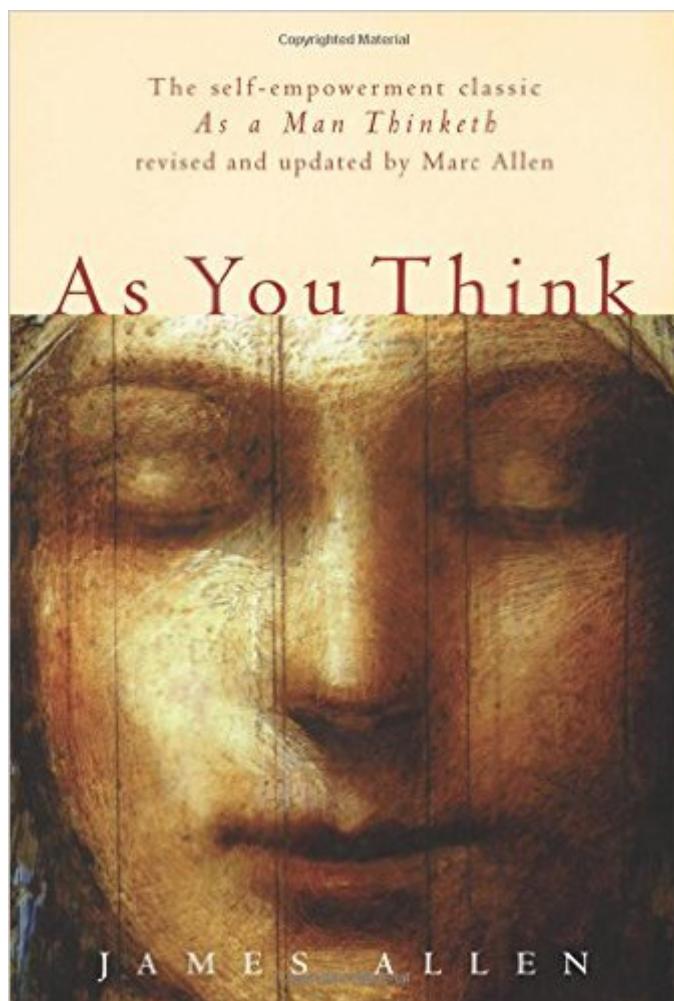


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# As You Think: Second Edition



## **Synopsis**

In 1904, a little-known Englishman named James Allen wrote a small book called *As a Man Thinketh*. A hundred years later, this book has become a self-empowerment classic. New World Library author and publisher Marc Allen updated this timeless gem, recasting obsolete language and polishing the author's message to highlight the universal principles of the original. James Allen's message has now reached a whole new generation of readers with *As You Think*. Great truths are simple and easy to express, and James Allen's insights into self-empowerment are just that: Personal power lies within the mind. Once awakened, there are no limits to what one can imagine and then achieve with the power of thought. The author shares deep insights into the essential relationship of a person's thoughts to personal character, life circumstances, physical health, life purpose, achievement, and personal serenity. *As You Think* is a simple yet powerful reminder that "all we achieve and all that we fail to achieve is the direct result of our own thoughts." We are the masters of our destinies.

## **Book Information**

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## **Customer Reviews**

The overburdened shelves of bookstores are so clogged with so-called "inspirational" and "self-help" books these days as to be pathetically laughable. Invariably, they promise quick and easy fixes, while ironically missing the point in their over-complexification of timeless and basic truths. Enter: "*As You Think*". This tiny, little book, barely 90 pages in length, offers more truth and solution in a single sitting than an entire aisle of pulpy, flavor-of-the-minute, self-help titles. It's message is really quite simple: We create our reality by our thoughts and feelings, and the more

positive those thoughts and feelings are, the closer our experience of and connection to Creation. Truth is never difficult to understand. It's expressed everywhere around you in nature and in every single moment of your experience. All you need do is open your senses and pay attention. That's why the teachings of all of history's many avatars from Christ to Krishna to Buddha to Mohammed etc. are so easy to understand. Because the truth they speak is always self-evident. The difficulty only remains in whether we choose to accept such a simple proposition. As members of Western Civilization, we love to make things more difficult for ourselves than they really need to be. It's just the kind of thing to keep us busy and distracted from what we should be doing. And that's why I love "As You Think". It is nothing but honest and universal truths simply put, free from the concretized constraints of institutionalized religion, yet still brimming with spirituality. If you've ever wanted a wonderful little reminder of what it's all about and how things work, then try "As You Think". Slip it in your back pocket, read it in those moments when you know best, and see for yourself.

In 1904 a little book was written called *As a Man Thinketh*. This book is a rewriting of that classic by the grandson of the original author. It is not just a self-help book, a self-empowerment, but a truth that will grip your heart. Each of us has tracks that we play in our minds, things spoken over us in our youth, by parents, teachers, coaches and friends. We have believed these things and lived by them. This book reminds us that what we believe in our minds and hearts will live out in our flesh. It will help us understand that all we achieve or fail to achieve is first a perception in our minds.

That quote is from Denis Waitley's "The New Dynamics of Winning" but it well captures the theme of this book. This book is about the power of one's own thoughts, the thoughts that we truly hold about what is possible, who we are, at the deepest level of our beings, to make themselves come true. The book is divided into seven chapters, "Thought and Character", "The Effect of Thought on Circumstances", "The Effect of Thought on Healthy and the Body", "Thought and Purpose", "Thought as a Factor in Achievement", "Visions and Ideals" and "Serenity". In chapter 1, Allen writes, "(you) contain within yourself that transforming and regenerative agency by which you may make yourself what you will" (pg 25). One shapes one's own character by the controlled application of thought, will and action. In chapter 2, "...the outer conditions of your life will always be found to be harmoniously related to your inner state" (pg 32). People who love themselves, attract love from others; people who believe they can be sucessful end up causing their belief to come true and being sucessful. Skipping ahead to chapter 7, he writes that serenity is the effect of "see(ing) more and more clearly the internal relations of things by the action of cause and effect, we cease to fuss and

fume and worry and grieve, and remain poised, steadfast, serene" (pg 85). When we come to realize that everything we want or fear has certain causes and that to a great extent we have control over those causes, we ceased to be frazzled by external circumstances because we sense a tremendous locus of power within our own selves to shape our lives, to be the cause of those effects we desire and to stop being the cause of those effects that cause us suffering. A great book that probably requires some unpacking by the reader given that it is so concise. Highly recommended.

James Allen's work titled *As a Man Thinketh/As You Think* is a "classic" in the truest sense of the word. Unfortunately, these days the word "classic" is an often overused descriptive used by marketers to elevate a piece of work for profit. However, in the case of Allen and his writings, it is quite a different story and a fitting word. It is no exaggeration to suggest that his writings are on par with such notables as the Buddah, Confucious, Laozi, Mohammed, and Jesus. When looking at the state of the world, it is no wonder that Allen and his writings are a virtual unknown. Today it is in vogue to blame others, play the victim, and scream foul. Allen teaches personal responsibility for one's life, the laws of cause and effect, and how one can harness true personal power. He will teach the seeker that they are the master of their own fate. The root of all problems lies within the mind. There are no slaves in this world. There are only oppressors. Allen speaks directly to the reader. This is not for the faint of heart. If one is looking for excuses then look elsewhere. Allen's work is more than a century old yet it needs to be heeded now more than ever. Anthony Robbins, Norman Peale and all the other "gurus" of the time move aside. Do not waste valuable time and money on these and others' self-help tapes, books and motivational seminars. If one is earnest in their desire to learn from Allen's works then cost should not be a factor. His work can be found in public libraries, bookstores and can even be viewed for free on certain web sites. Whether one is a Christian, a Jew, a Buddhist, a Muslim, an Atheist, rich, poor, black, white, yellow and/or brown, Allen's writings need to be heard and read.

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