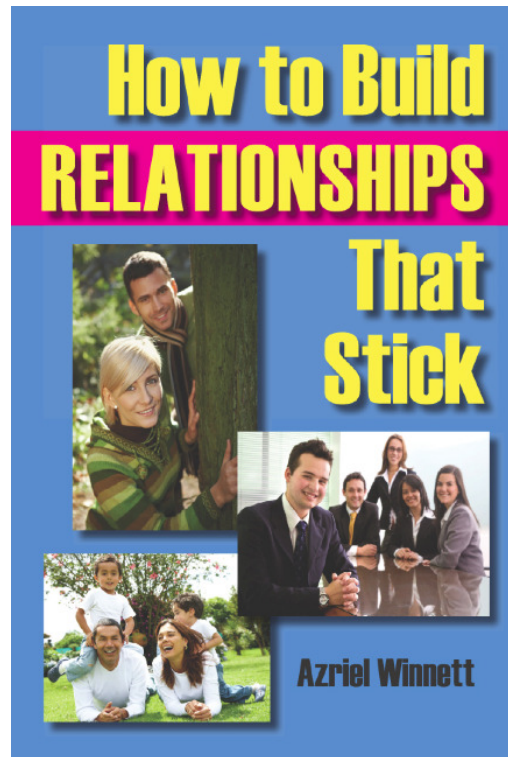


FOR IMMEDIATE RELEASE

HOW THE RIGHT MINDSET CAN PROVIDE THE KEY TO A HAPPY LIFE



Long-lasting, self-fulfilling, and satisfying relationships depend on our willingness to examine how we communicate, what we think to be true, and our readiness to change. “Too many of us,” says author Azriel Winnett, “act and react in inappropriate, self-defeating ways.” I strongly believe that the communication process begins and ends with ourselves. Therefore, it is necessary that we look inward before looking outward.”

Whether one’s aim is to save a shaky marriage (or enhance a good one) or to improve relationships with friends, relatives, or colleagues at work, Winnett shows how anyone can learn to increase his or her awareness and develop appropriate mindsets and attitudes, thus moving one away from emotional/mental postures that lay blame, overreact, “keep score” and create needless misunderstandings and ego-based conflicts.

Through providing the tools to connect effectively with others, *How to Build Relationships That Stick* uses time-tested methods that have been proven to bring about profound changes in people’s lives. To help others create healthy relationships or nurture the positive ones they have, Winnett focuses on basic communication and listening skills. He teaches about empathy, assertiveness, emotional control, the role of a healthy self-image, and how our life experiences influence our personal interactions. To aid in the reader’s understanding, thought-provoking questions are provided, and stories—many of which are authentic accounts—are sprinkled liberally throughout the book.

“Azriel is internationally recognized as a leader in the field of interpersonal communications. He offers practical insights into this important topic in a way that is readable and engaging. His blend of anecdotes, humour, and exercises allow readers to reflect on how his concepts relate to their own lives. Highly recommended.”

– Gary Harper, author of *The Joy of Conflict Resolution*

***HOW TO BUILD RELATIONSHIPS THAT STICK* (ISBN: 978-1-60976-983-3) is available for \$11.95 and can be ordered through the publisher’s website:**

<http://sbpra.com/AzrielWinnett> or at www.amazon.com or www.barnesandnoble.com.

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About the Author:

Azriel Winnett immigrated to Israel from South Africa in 1994, and today lives with his family in a beautiful town in the Judean Hills near Jerusalem. A writer and editor since youth, it is only in his later life, he says, that he is beginning to realize his potential. He had been a magazine and newspaper writer when the Internet was beginning to emerge, and it was then that he decided to create an e-zine, which focused on “Effective Communication.” The popularity of the newsletter led to his developing his current successful website: “Hodu.com – Your Gateway to Better Communication Skills”, and to the publishing of the first electronic edition of *How to Build Relationships That Stick*.



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