



For Immediate Release:

**“The Book of No”
365 ways to say it and mean it—and stop people-pleasing forever**

Nashville, TN—Do you get roped into things you don’t want to do? Do you later wonder, “What was I thinking?” Just when holiday stress and obligations are at their peak, Turner Publishing announces a new self-help book by social psychologist, bestselling author and *Psychology Today* contributor Dr. Susan Newman. *The Book of No: 365 Ways to Say It and Mean It—And Stop People-Pleasing Forever* frees you.

“A colossal, common, and vexing problem, which causes many other devilishly inescapable problems, is not saying ‘No’ before ‘Yes’ leaps out of your mouth. In this priceless, practical, pithy volume, Dr. Susan Newman uses her wisdom, wiles, and wit to teach you—kind, nice, good, and giving person that you are—how to bow out gracefully, how to decline an offer without giving offense, and how to teach others to do the same thing. This book is a game-changer and a life saver!” —Edward Hallowell, M.D., author of Driven to Distraction

This updated edition to the 2005 bestseller, *The Book of No* is a go-to guide—with six quizzes to assess your people-pleasing tendencies—on how and why to say no to friends, family, coworkers, bosses and even pushy salespeople. Aimed at those who find it difficult if not impossible to refuse requests and favors, Newman’s simple insights help you take back your life. “The damage of saying yes harms you much more than your refusals affect the people you turn down,” Newman says. “They stop thinking about you and move on to find others to do what they are asking.”

In 365 research-backed scenarios, including an entire chapter of solutions for saying no to your toddlers, teens and adult children, Newman aids you at your most uncomfortable, stressed, and powerless. You’ll be steered away from your debilitating “yes habit” toward guilt-free refusals.

Readers discover how to:

- Know when someone is manipulating you into a “yes”
- Be ready with the words needed to refuse
- Avoid being overcommitted, overworked and overwhelmed
- End feelings of resentment or frustration
- Make quality time for personal goals
- Establish and keep boundaries strong
- Say no *without* damaging relationship

This comprehensive guide trains you to think of *No* as one of the most positive words in your vocabulary. The more comfortable you become saying no, the closer you are to the less chaotic, more fulfilling life that always seems out of reach.

The “No Credo” frees you by explaining your rights. Among them:

- Keep your plans and needs in the forefront so that saying no is possible.
- Establish and guard your personal boundaries.
- Make your feelings and desires known.
- Use *No* to get your life in order and to be in control of it.
- Exercise your power and choice to say no. You almost always have a choice.
- Think *No* before you think, “No problem, I’ll do that for you.”
- Request the details before committing.
- Alter a request to make it manageable.
- Turn down those who flatter or attempt to pressure you into a yes.
- Postpone an answer; stalling for time is your prerogative.
- Withhold explanations in an attempt to soften your no.
- Suggest someone else or offer an alternative solution.
- Save “I’m sorry” for when you’ve actually done something wrong.

Suggested Interview Questions for social psychologist Susan Newman, Ph.D., author of: *The Book of NO: 365 Ways to Say It and Mean It—and Stop People-Pleasing Forever*:

1. Young children have no trouble saying no. Why do adults have such a problem?
2. Why are some people more prone to saying yes than others?
3. What are some signs that you're a "yes-person"?
4. What's so terrible about being a people-pleaser/having a yes-habit?
5. What are some initial pointers/basic steps to take for getting into the *No* mindset?
6. You have five sections in your book: With Friends, All in the Family, With Children, At Work, and Really Difficult People. Do you need different approaches with different people?
7. You speak about how every family has a "Yes person." What do you mean?
8. What makes a person a Yes-Parent? Why is *No* valuable for parents *and* children?
9. Who says no at work!? That seems impossible. How can someone say "no" to their boss and not get fired?
10. Why are strangers or salespeople often harder to refuse than close friends or family?
11. For those who struggle with saying "no," what are some tips to keep them on track?

For more information about *The Book of No*, please visit: <https://tinyurl.com/TheBookOfNo>

Susan Newman, PhD's research and writing focus on parenting and family relationship issues. She is the author of 15 books and a regular contributor to *Psychology Today* and *US News & World Report*. Her work has been featured in *The New York Times*, *USA Today*, *The Washington Post* as well as in numerous other national publications. She appears on major news outlets including CNN, NPR, Good Morning America, The Today Show, and CBS Sunday Morning to discuss breaking news, social trends and parenting concerns. Dr. Newman is a member of the American Psychological Association, the Authors Guild, and the American Society of Journalists and Authors. She is a Court-Appointed Special Advocate (CASA) for abused and neglected children. Visit www.susannewmanphd.com.

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