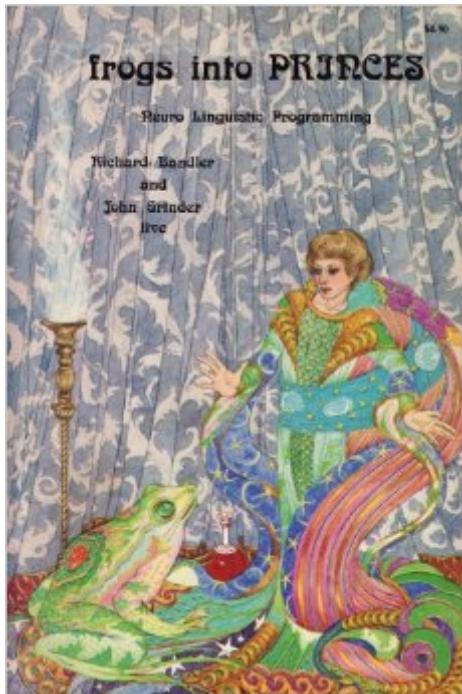


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Frogs Into Princes: Neuro Linguistic Programming



Synopsis

Edited entirely from audiotapes of introductory NLP training workshops conducted by Richard Bandler and John Grinder.

Book Information

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Customer Reviews

For what it is this book is a 10, and it's a hoot to read as well! Even though it's now over 20 years old this is the first (and best-IMHO) book introducing the still cutting edge technology of human communication and cognition - Neuro-Linguistic Programming (NLP™). As far fetched a claim as it may seem, this is surely a seminal book in the field of human communication, linguistics, perception, cognition and psychology. The impact of NLP™ is present in all of these fields, often with more than a little kicking and yelling. After reading the book you're sure to understand why - Bandler and Grinder hold very little about traditional approaches and academic thinking as sacred. Although it's actually about a shift in the paradigm of how change can and does occur, it sometimes reads more like an exploration into the world of Svengali like magic and illusion. The material is presented in the form of a transcript of a live training superbly edited by Steve Andreas. The book is an example of 'doing' NLP™ as opposed to 'describing' it. It puts you in the training as Richard and John present it. As the editor of the book states in the forward, keep your mind open as you read because the authors are more often than not doing what they're describing. You'll want to read it with your eyes open - sometimes more easily said than done, since what the authors are doing is

often presented in hypnotically engaging language. I've talked to more than one person who kept finding themselves waking up a few hours after having read through a few pages in this book. It is best to read this book as you would a novel, continuing through to the end, rather than trying to figure out or understand an individual section before moving on.

This book is a little hard to get into because it is essentially a transcript of a Seminar that Richard and John put on to discuss their views on Neuro-Linguistic Programming to other therapists... These are two of the founders of NLP and it was written in 1979, a time when NLP was trying to establish itself in the therapeutic community. This is readily apparent by the stabs the authors make at existing paradigms. The book does not mention which author is talking so it is difficult to get a grasp of who`s viewpoints are whoms, so it is assumed that both authors are in agreement with the concepts presented. If you get out of the mindset of expecting the concept of NLP being presented in an organized easy to understand manner, then one can glean some interesting information and pearls from this book that I will share. The authors refer to themselves as modelers. Meaning they are masters of modeling others behaviors:" We pay very little attention to what people say and a great deal of attention to what they do...The function of modeling is to arrive at descriptions which are useful....We're not offering you something that is true just things that are useful" They take a certain pride in separating themselves apart from other branches of therapy in that most of the other fields "focus on truth and may or may not get results." However, they re-establish their status in the therapy field by modeling some of the greatest therapists in existence like Virginia Satir and Milton Erickson. There is included a therapy session by Satir with the authors explaining how she intuitively employs NLP by matching the client rather than trying to make the client match them.

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