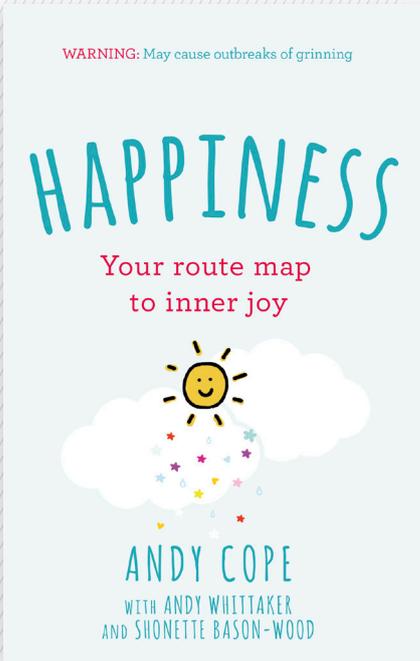


NEW
BOOK

UK's First Dr of Happiness Launches
New Book

HAPPINESS – YOUR ROUTE MAP TO INNER JOY



Andy Cope is the UK's first ever 'Doctor of Happiness' and he's going to give it to you straight, most people are a million miles away from feeling as great as they could. They say that happiness is a journey, so this new book is going to take you on one. Buckle up for a magical mystery tour through exciting lands and pastures new and travel the length and breadth of a full colour life.

HAPPINESS is the definitive guide that will teach you to harness your thoughts, memories, ideas and attention to embrace happiness, experience more joy and live a truly flourishing life.

As with all the best journeys, you can expect thrills, spills and plenty of laughs along the way. Written in the entertaining, humorous style that has made Andy Cope a bestselling author, HAPPINESS includes a quirky map which outlines the magical mystery tour that the reader is about to take, navigating:

- **'Zombie Land'** – a world in which people are alive, but not really living. It's easy to join the zombie army, sleepwalking through a world of busyness and distraction. The average lifespan is a measly 4000 weeks and Andy dares to ask the question, you're living life fast, but are you living it well?
- **'The Land of Milk and Honey'** Happiness is here and now, it's just a matter of knowing where and how to look. Don't allow infomaniac

tendencies and the need to post pictures of your packed lunch distract you from the smell and taste of your actual lunch.

- **'The Forest of Negativity'**. Why does one bad driver ruin your commute or one angry customer spoil your day? This chapter teaches you to refocus, deal with your 'negativity bias', and be open to the possibility that today will be a great day.
- **'The Island of Enlightenment'** – your final destination, where you wake up to the fact that there is a better life right now. The lessons will move you towards 'flourishing', when your happiness leaks out of you and seeps into your family, friends and work colleagues. Whisper it quietly but happiness is your gift to the world.

Dr Andy Cope describes HAPPINESS as a 'personal development comedy' and it's packed with gems. You'll find out about musterbation, destination addiction, how to be £451,000 happier, how to give the perfect hug and why your underwear drawer should be bursting with special pants. You will learn that even though 50 percent of your happiness is fixed by your genes and 10 percent by your circumstances you control a whopping 40 percent of your happiness. Follow the happiness rules, and maximise that 40 percent.

HAPPINESS *Your Route Map to Inner Joy* by Andy Cope, with Shonette Bason-Wood and Andy Whittaker is out in October 2017, published by John Murray Learning, priced £12.99. For more information see <http://www.artofbrilliance.co.uk/>

ABOUT THE AUTHORS

Andy Cope: best-selling author of the Children's book series Spy Dog and the personal development Art of Being Brilliant Series. Andy has spent 10 years researching positive psychology, culminating in a 'PhD in Happiness' from Loughborough University and is the UK's first Doctor of Happiness. He works globally, delivering wellbeing workshops for business and schools.

Shonette Bason-Wood: international speaker, educational consultant, author and inventor of 'Dough Disco'. Shonette invented Dough Disco as a fun and highly effective way to improve children's fine motor skills and prepare their hands for writing. Dough disco is now practised in 22 different countries world-wide, has its own Guinness world record and its very own International Day every year.

READY TO SPEAK TO THE MEDIA:



Andy Cope



Shonette Bason-Wood

Andy Cope and Shonette Bason-Wood are happiness experts and presenters. They are available to provide expert comment, interviews and by-lined articles on a number of topics, including:

— Alive but not living? Reboot, reset and find inner joy

— 'Musterbation': why it's wrong and how to stop it

— What's so great about happiness anyway? Beware the mood hoovers

— Smile and the world smiles too. The science behind smiles and happiness

— Happiness is the new hygge – how to create a happy home

— Why happiness is great for the business bottom line

— Be happy, stay happy – ten healthy mind tips

— How to beat the winter blues