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| John Hunt Publishing - **Iff Books** - announces the new title | | |
| **Fall, The (new edition with Afterword)** The Insanity of the Ego in Human History and the Dawning of a New Era  Steve Taylor  A new edition of Steve Taylor's bestselling classic, in which the author provides an Afterword, including research developments that have occurred since the book was first published in 2005.  "An important and fascinating book about the origin, history and impending demise of the ego - humanity's collective dysfunction. The Fall is highly readable and enlightening, as the author's acute mind is at all times imbued with the higher faculty of spiritual awareness." **Eckhart Tolle**  **Author Bio** Steve Taylor PhD is a senior lecturer in psychology at Leeds Metropolitan University, based in Manchester. He is the author of several best-selling books including The Fall, Waking From Sleep and Back to Sanity, and a book of spiritual poems titled The Meaning. Steve was named number 72 on the 2018 Spiritual 100 List in Watkins Mind Body Spirit magazine. A new edition of The Fall publishes in summer 2018. www.stevenmtaylor.co.uk Online: [Facebook](https://www.facebook.com/stevetaylorauthor), [Author Website](http://www.stevenmtaylor.com/), [Twitter](http://www.twitter.com/#!/@SMTaylorauthor)  **Previous Titles** Not I, Not Other than I (9781782797296), O Books 2015. The Meaning (9781780993034), O Books, 2012. The Fall (9781905047208) Iff Books, 2005.  **Endorsements** *The Fall is one of the most notable works of the first years of our century, and I am convinced it will be one of the most important books of the whole century.* ***Elias Capriles, International Journal of Transpersonal Studies***  **Promotional Plans** New revised, eye-catching book jacket. Source US interviews and articles, events. Interview on O-Books presents YouTube channel. Social media memes based on the new edition, for sharing via author's personal social media, and JHP social platforms. 30 second videos for Facebook, with subtitles. Articles for Kindred Spirit, Watkins Mind Body Spirit magazines. Podcast/radio interviews.  **USP** One of Eckhart Tolle's favourite books, the original edition of The Fall has been a 'recommended read' on his website for 10 years and has sold almost 15,000 copies. This updated edition includes a new Afterword and discusses up-to-date developments in research.  **Competing Books** The Fall 9781905047208, by Steve Taylor Iff Books, 2005  **Categories** SOCIAL SCIENCE (General)(SOC002010) -> Anthropology (General)(SOC002010) -> Cultural & Social(SOC002010) BODY, MIND & SPIRIT (General)(OCC014000) -> New Thought(OCC014000) PSYCHOLOGY (General)(PSY015000) -> History(PSY015000) |  | **Publication Date** June 2018  **Paperback** ISBN: 978-1-78535-804-3 $22.95  |  £14.99 8.5x5.5 inches | 216x140 mm 360PP  **e-book** ISBN: 978-1-78535-805-0 $17.99  |  £10.99  **Library of Congress** 2017951331 |
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