|  |  |  |
| --- | --- | --- |
| John Hunt Publishing - **Zero Books** - announces the new title | | |
| **Zizek in the Clinic** A Revolutionary Proposal for a New Endgame in Psychotherapy  Eliot Rosenstock  **Psychotherapist Eliot Rosenstock proposes a philosophical foundation for mental health treatment based on the writings and ideas of Slavoj Zizek.** Zizek in the Clinic examines the state of the psychotherapy profession, capital motivated reductionist treatment modalities and a philosophy of liberation for the therapeutic subject.  With the acceleration of technological advancement reminiscent of the machine gun’s implementation in World War One, the contemporary subject can be benefited by a working knowledge of their own psyche so as not to be pulled in the direction of anything that provides comfort and vague entertainment. Zizek's analysis and application of Lacanian theory is a necessary component in the psychoanalytic fight for our own minds and our will to shape our own future in the deterritorialized hellscape of modern technocapital.  Civilization has never known discontents like the ones currently wrought. This is not to say, Civilization is more brutal than it has ever been. Civilization is however, at a certain tipping point regarding technological information flow and the expansion of capital: a future demanding illusion. The answer isn’t a collapse of all ideology which we use to function in our day to day lives, but a clinical Zizekian lens.  **Author Bio** Eliot Rosenstock is a psychotherapist living in Los Angeles, California. He is the Senior Editor of The Young Freudians magazine, an experimental philosophy and psychology journal for ideas from new ideas in psychodynamic therapy to eco-theory.  **Promotional Plans** Social media promotional campaign, including Twitter discussions, guerrilla marketing via author's 22k-strong Facebook Freud humor Facebook page Sigmund Freud's Dank Meme Stash. Interview author on Zero Squared podcast and Zero Books YouTube channel, book trailer for YouTube. Cross promotion across Zero Books strong social platforms. Articles for psychology and philosophy/politics press and blogs.  **USP** There's no other book of its kind written solely regarding in-the-room therapeutic application of Zizek.  **Competing Books** Lenin 2017: Remembering, Repeating, and Working Through 9781786631886, by Slavoj Zizek, V.I. Lenin Verso Books, 2017  **Categories** PHILOSOPHY (General)(PHI046000) -> Individual Philosophers(PHI046000) PSYCHOLOGY (General)(PSY036000) -> Mental Health(PSY036000) PSYCHOLOGY (General)(PSY026000) -> Movements (General)(PSY026000) -> Psychoanalysis(PSY026000) |  | **Publication Date** January 2019  **Paperback** ISBN: 978-1-78535-925-5 $14.95  |  £9.99 8.5x5.5 inches | 216x140 mm 120PP  **e-book** ISBN: 978-1-78535-926-2 $11.99  |  £7.99  **Library of Congress** 2017963699 |
| Distributed to the trade by National Book Network in US; by Orca Marston in UK Publisher contact: beccy@jhpbooks.net [zero-books.net](http://zero-books.net) |  |  |