

## News Release: new book to be released on July 24, 2008

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**Journalists:** Dr. Klemm is available for interviews. Please notify the publisher of any clips.

Author: Dr. W. R. Klemm  
Benecton Press  
194 pages, with illustrations.  
List \$14.95  
ISBN 978-0-9755225-3-0  
To be distributed by Ingram.



## Debt Relief for the Hidden Costs of Excuses

People lose their homes because they made foolish purchases they couldn't afford, but we blame greedy lenders or the government for insufficient regulation. The price of gas is going out of sight, but many of us won't blame Congress for restricting oil exploration or ourselves for driving gas guzzler vehicles. When our kids don't do well in school, we blame "government" schools or the teachers. The poor blame their poverty on the rich. If we don't advance in our careers, it's our boss's fault. If we get divorced, it's the spouse's fault. American prisons are stuffed with criminals, but many Americans say prisoners are victims of racism or the justice system.

Check any news outlet, on any day, and you will always find somebody in the news making excuses and placing blame in the wrong places. How did we come to this? How did we develop a culture of knee-jerk blaming the victim and excusing the villain? I think the cause emanates from an excuse-making character flaw in a growing number of Americans. We even make excuses for others because it relieves our guilt over our own flaws. Some people recognize that as "political correctness."

Dr. Bill Klemm, a prominent university neuroscientist at Texas A&M University, tackles these issues head on in his provocative new book, *Blame Game. How To Win it*. The focus is on "debt relief" for the hidden costs of making excuses. He lays out a five-step program for playing the blame game to win. Klemm advocates a five-step character development program that helps readers to:

1. recognize when excuses are being made.
2. move from denial and deception.
3. accept responsibility.
4. re-program the brain to reduce the thoughts and behavior that prompt excuses.
5. run the new program and make it work.

One clinical psychologist, Dr. Bob Rich, calls Klemm's book "a manual for living the good life," and says the book "combines common-sense advice and sound scientific evidence." He says the book "combines findings from many relevant fields, especially psychology," ... "presented in easy-to-understand, plain language." Radio/TV celebrity psychologist, "Dr. Laura" Schlesinger says she "absolutely loves this book," because it shows that positive personal change is so achievable. Dr. Robert Schuler, syndicated TV minister and founder of Crystal Cathedral, says the book "will help people solve their personal problems and achieve their dreams."

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