

## The Secret History of Dreaming

**Robert Moss**  
New World Library  
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When June Carter gave Johnny Cash “Ring of Fire” to record, country music was confined to a narrow range of instruments that did not include horns or even drums. The night before he was set to record the song, Cash dreamed he was singing it with “Mexican bullfighting trumpets” framing the lyrics. This arrangement introduced a brand new sound to country music fans; the song went on to become a huge hit and rocketed Cash to superstardom.

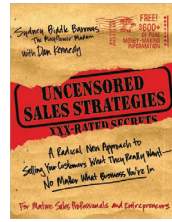
Stories of musicians and other artists being inspired by dreams are fairly common. However, this is not the only arena of human experience where dreams have, and still do, play a major role. Moss, a former professor of ancient history at the Australian National University and author of *The Three Only Things: Tapping the Power of Dreams, Coincidence, and Imagination*, presents a history of dreaming from ancient civilizations to today’s modern society.

In ancient cultures, dreaming was often viewed as an integral part of life. There were dedicated dreamers in Egypt who counseled the pharaohs, and the Iroquois of North America began each day with a discussion of dreams from the night before, using the messages to direct hunts or treat illnesses. In modern times, athletes “run movies” in their minds of upcoming games. Bill Russell, a Boston Celtics star and gold medalist at the 1956 Olympics, attributed his ability to execute new and innovative plays on the court to mentally rehearsing games on long bus rides.

This book will appeal most to those with an interest in spirituality, paranormal phenomena, or anthropology. It often resembles a textbook in the sheer amount of historical information it provides on a wealth of cultures and individuals. However, Moss’s engaging style pulls the reader in with chapter openings that read like a novel: “When she lies down on her narrow bed, a man comes to her. When he touches her, all her senses come aflame, though she does not explain this to the priest who arrives every morning to steal her dreams on the pretext of hearing her confession.”

It is imperative that modern society regains a respect for dreams, Moss contends. Years before the conquistadors arrived, dream-seers told Montezuma of visions of mountains moving on water and metal serpents that spewed fire. Rather than listen, Montezuma had them jailed and slowly starved to death. “There is a message for us in Montezuma’s mistake,” Moss warns. (January) *Christine Canfield*

## BUSINESS & ECONOMICS



## Uncensored Sales Strategies: A Radical New Approach to Selling Your Customers What They Really Want—No Matter What Business You’re In

**Sydney Biddle Barrows and Dan Kennedy**  
Entrepreneur Press  
Softcover \$19.95 (312pp)  
978-15991819-36

The fast-talking, closing-obsessed salesperson of the past is dead and doesn’t know it. Potential customers hate being bullied; though they may cave in the face of such old-style aggression, they won’t be back and they won’t send referrals. Barrows and Kennedy make an irrefutable case that people are more beguiled by an approach centered on providing an experience consistent with inner desires than a pressure-sell.

Barrows urges listening first, then selling clients what they yearn for. “What problem are they trying to solve, what pain are they seeking to alleviate or avoid? What pleasure or gain are they hoping to experience? What do they see as the ideal outcome and how will that make them feel?” This approach meets less sales resistance than trying to convince people to want what is already on hand.

The author and co-author are an absolutely unique duo in the sphere of marketing. Sydney Biddle Barrows first came to the public’s notice when labeled by the press as the “Mayflower Madam,”—mistress of a highly lucrative out-call service, called Cachet. She is now a highly in demand public speaker, business mentor, and management consultant. Dan Kennedy is a consulting guru whose daily fee (which folks line up to pay) is about the same as the average annual per capita income in the U.S., but he may be better known as the author of a string of pee-your-pants hilarious pieces for *McSweeney’s*. His eleven previous books include *The No B.S.* series of specialized sales guides.

According to Barrows and Kennedy, the smart seller should shift focus from products and pricing, to the minds of customers, and put their energy into building honest relationships. Those who aren’t sure exactly what business they’re really in (answer: whatever legal business the clients want you to be in) will soon be out of business. Niche businesses are lucrative, but sub-niches serving a very particularized segment are even more successful because the seller can tailor their approach to more closely match expectations. One proviso: the techniques detailed here apply without modification only to those serving clients with plenty of disposable cash. Individuals on limited budgets might like to be catered to, but they still check the price tag.

Several additional sales specialists contribute short sections that reinforce Barrows’ and Kennedy’s priorities through examples of their own successes and learning experiences. The general approach is concerned with ending overt coercion in the sales process; it’s about deeply understanding the movies playing in clients’ heads. That’s the direction of the future for the entire occupation. Don’t discount the advice of the madam and the madman; they might know more about your business than you do. (January) *Todd Mercer*

## FAMILY & RELATIONSHIPS



## Dreamguider: Open the Door to Your Child's Dreams

**Denyse Beaudet**  
Hampton Roads  
Softcover \$16.95 (208pp)  
978-1-57174-593-4

The Senoi people of Malaysia have an ancient tradition of teaching their children not only how to behave in their waking lives, but also in their dream lives. Children routinely describe dreams to their parents, who instruct them what to do when a similar dream recurs, including techniques for overcoming fear and acting responsibly towards others. They view dreams as gifts that need to be implemented in daily life.

In contrast, Western parents have traditionally viewed dreams as mental movies that are sometimes interesting, but of little consequence or value. Denyse Beaudet, Ph.D., argues in her latest book that the Senoi have set an example that parents everywhere would do well to follow. She posits the theory that parents who work with their children by helping them face their dreams and take action within them, help children understand their imaginations, the way their brains work, how dreams and daily life intersect, and how to prepare for frightening or intimidating situations.

Beaudet is a researcher who worked in the fields of developmental psychology and children’s dreams for thirty years. Early in her career she was a kindergarten teacher, and she has become a parent herself, giving her the opportunity to see dream development from both a psychologist’s and a parent’s perspective. The text of the book reflects both perspectives, with some of the research-based chapters tending to be more academic in tone, while the hands-on chapters are more casual and friendly. She provides specific advice for parents on how to talk to their children about dreams, including suggested scripts and descriptions of how children view the world of dreams through the different ages and stages of their lives. Her research demonstrates that those who receive guidance through their dream-lives learn how to face their fears, with the added bonus of enriched creativity through the practice.