For Immediate Release

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Connecting The Dots: Cancer Survivor Lights The Way to Happiness and Fulfillment

Boulder, CO - 20th century Romanian playwright, Eugene Ionesco once famously said, "It is not the answer that enlightens, but the question."

It is in this similar spirit and wisdom from which *CONNECTION*—the second book in the award-winning *Manual for Living* series — is founded. Two-time cancer survivor and author Seth David Chernoff presents *Manual for Living: CONNECTION, A User's Guide to the Meaning of Life.* It is a thought-provoking, soulful inquiry, asking us to look within and pay close attention. It offers questions that delve into why we think what we think and do what we do in relationship to our own life and humanity at large, forming the premise that life's potency emerges in the here and now.

Chernoff illuminates a pathway for full awareness in each moment as an act of love, compassion, joy and peace. He highlights this model as a means to achieving inner and outer peace. Authentic connection requires open-heartedness and a willingness to be honest; for the moment we get out of our heads and into our hearts, grace moves in. Chernoff writes, "We forget that life is so quickly over and that living in the moment does not allow time for regret."

Another tenet in *CONNECTION* is that human bonding is as necessary as food and water. We each have an innate desire to be loved, recognized and understood, as well as to reach out and share with others. Despite living in a high tech world that discourages "real" human engagement, Chernoff asserts that technology will never replace human connection. Thusly, he focuses on the value and meaning in people all around us, even those we might be inclined to overlook or dismiss.

CONNECTION speaks to our authentic connection with one another, as well as to self and to Spirit. Surpassing superficiality, authentic connection calls for radical self-responsibility, honesty, and awareness **now**. CONNECTION implores us to tune in to our inner guidance system and pay attention to what we're feeling, because these feelings have much to teach us. In the present moment, when there is no dwelling on yesterday or fretting about tomorrow, transformation happens. In this way the author teaches that paradigms can and do shift.

All told, *CONNECTION* reads like a gentle friend who continually nudges us to embrace the present moment. We're reminded that our experiences, and consequently our levels of

6525 Gunpark Drive, Suite 370-249, Boulder, CO 80301 Phone: 303-350-3990 | Fax: 303-351-5217 | www.SethChernoff.com satisfaction, are the by-product of choice. Chernoff assures us that happiness and prosperity in all its forms are our birthright, and that the power of choice and brilliance of life are discovered in the here and now. Chernoff writes, "Connection is not a task that can be completed; it is a way of being, a philosophy of living."

About the Author:

Seth David Chernoff is a two-time cancer survivor, an award-winning author, a gifted public speaker, highly successful marketing professional and founder of multiple companies. His new book is *Manual For Living: CONNECTION, A User's Guide to the Meaning of Life.* His work has been featured in *The Wall Street Journal, Chicago Tribune, San Francisco Chronicle, Popular Mechanics, Business Week, USA Today*, and nationally and internationally on TV and Radio. For more information please visit http://www.SethChernoff.com.

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