

To criticize is to  
appreciate... -Henry  
James

# The US Review of Books

## The Eric Hoffer Award for Books

The US Review supports the Eric Hoffer Award and the Eric Hoffer Project by presenting the annual winners of the Eric Hoffer Award for Books. In addition to the grand prize, Hoffer honors are bestowed by press type and category, as well as to the Montaigne Medal and the da Vinci Eye recipients. Award coverage is updated in May when the results are released to the public.

## 2009 Eric Hoffer Book Award

### Small Press Award

This award is given to a title from a press producing twenty-five books or more per year.

***Managing Thought: How Do Your Thoughts Rule Your World?***, Mary J. Lore, Ferne Press - We have all been told to become the master of our own destiny, but this is often perceived as a long journey toward an unknown horizon. Lore, an entrepreneur and corporate mentor, says the journey is close at hand, embedded in the way we perceive the future and ourselves. The key is, as the title suggests, managing our thoughts by training our brains to think as we desire, unencumbered by the disabling negativity that often grounds our better intentions. Lore begins by fostering self-awareness and a study of our thought patterns and behaviors. From there, we learn to retrain our thinking and "to become calm and receptive to our ideas." Lore doesn't bog down the discussion with mind-bending jargon. She offers a series of exercises, case studies, and supportive techniques to help us attain a new, more productive level of thinking.