

For Immediate Release

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Cancer Survivor Lights the Way to Happiness through Human Connection

"Manual for Living is a window to a fresh, new, hopeful vision for what it means to be human. Read it slowly, and feel the world shift inside you. A unique blend of practical and spiritual wisdom from a fresh new voice that needs to be heard."

- Mark Gerzon, author, *Leading Through Conflict*

Boulder, CO (July 15, 2011) — Following the first volume of his award-winning *Manual for Living: REALITY, A User's Guide to the Meaning of Life*, author Seth David Chernoff releases the second in his series, entitled *Manual for Living: CONNECTION*.

A two-time cancer survivor, Chernoff uses his own hard-won insight and life experiences to illuminate for his readers a pathway to full awareness of each moment as an act of love, compassion, joy and peace. He writes that transformation happens and paradigms shift in the now, when there is no dwelling on yesterday or fretting about tomorrow. He says, *"The moment we get out of our heads and into our hearts, grace moves in. 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. Each of us yearns to be loved, recognized and understood, as well as to reach out to others. Despite living in a high tech world that discourages "real" human engagement, Chernoff asserts that technology will never replace human connection, a state of mind that requires open-heartedness and a willingness to be honest.

CONNECTION speaks to our authentic connection with one another, to self and to Spirit. Surpassing superficiality, authentic connection calls for radical self-responsibility, honesty, and awareness in every moment. The author focuses on the value of every person, even those we might be inclined to overlook or dismiss.

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A compelling sequel to the first in the series, *Manual for Living: REALITY*, the new book, *CONNECTION*, assures us that happiness and prosperity are our birthrights, achieved through the power of choice and living in the 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 popular public speaker, successful marketing professional and founder of multiple companies.

He is a frequent media guest, and 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.

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Title: *Manual for Living: CONNECTION, a User's Guide to the Meaning of Life*

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