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WHY GOOD THINGS HAPPEN TO GOOD PEOPLE

*The Exciting New Research that Proves the Link Between Doing Good and
Living a Longer, Healthier, Happier Life*

By Stephen Post, Ph.D. and Jill Neimark
Forward by Reverend Otis Moss, Jr.

“This book is chock full of good stuff. Read, enjoy and be uplifted!”

**--Millard Fuller, Founder & President, The Fuller Center for Housing, &
Founder, Habitat for Humanity**

**“In my entire lifetime I have never read a book on the subject of giving and love that
presents the truth of its benefits to the giver as a powerful science
as well as this book does.”**

--Robert H. Schuller, Founder, The Crystal Cathedral

Altruism and charitable giving is a popular new trend among billionaires (think Bill Gates, George Soros and Warren Buffet among others) and regular folks alike.

Dr. Stephen Post is at the helm of the new breakthrough science connecting being good and doing well. As the President of the Institute for Research on Unlimited Love, his research on the life-enhancing benefits of caring, compassion, kindness and altruism has been making headlines since the institutes' founding in 2001. **WHY GOOD THINGS HAPPEN TO GOOD PEOPLE: *The Exciting New Research that Proves the Link Between Doing Good and Living a Longer, Healthier, Happier Life*** (Broadway Books; on-sale May 8, 2007; \$23.95; 978-0-7679-2017-9) reports the latest findings from neuro-imaging, psychological measures, and major longitudinal studies that show how loving interactions and acts of altruism in our lives add up to big gains in health, quality of life and life expectancy.

WHY GOOD THINGS HAPPEN TO GOOD PEOPLE is about a love that each and every one of us has at our fingertips: the ability to give, to be generous, to be generative. It is that part of love, new research is discovering, that is the key to health, happiness and a long life. Dr. Post shows us that there is more than one way to give, and none requires you to write a check. In fact, there are ten ways to give, in four domains of life (family, friends, community & humanity), all proven by science to improve your health, and even add to your life expectancy. They include:

- ∞ Celebration
- ∞ Loyalty
- ∞ Humor
- ∞ Creativity
- ∞ Forgiveness
- ∞ Generativity (helping the next generation)
- ∞ And more...

Dr. Post has taken the research and distilled it into a much-needed inspirational message. **WHY GOOD THINGS HAPPEN TO GOOD PEOPLE** movingly tells the stories of lives transformed by giving. What's more, his unique "love and longevity scale" allows readers to test their own habits of giving, and a chapter by chapter plan teaches readers how to use the ten ways to change their own lives. The connection between generosity and health is so convincing that it will inspire readers to change their lives in ways big and small. This is a groundbreaking book on the new science of "goodness" that reveals how acts of giving add up to big gains in health, quality of life and life expectancy for the giver.

ABOUT THE AUTHORS:

Stephen Post, Ph.D., is Professor, Department of Bioethics, at the School of Medicine at Case Western Reserve University in Cleveland, Ohio, as well as Senior Research Scholar in the Becket Institute at St. Hughs' College, Oxford University. He is President of the Institute for Research on Unlimited Love, founded in 2001 with a grant from the John Templeton Foundation. The Institute focuses on the scientific study of altruism, compassion and service.

Jill Neimark collaborated with Dr. Post on the writing of *Why Good Things Happen to Good People*. She is a former features editor for *Psychology Today* and *Science & Spirit Magazine*. Her journalism credits include *The New York Times*, *Readers' Digest*, *Discover* and many others. She has ghostwritten three popular health books, *The Nutraceutical Revolution*, *Reversing Asthma* and *Tired All the Time*.

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****PLEASE SEND A TEARSHEET OF ANY REVIEW OR MENTION****

Advance Praise for
WHY GOOD THINGS HAPPEN TO GOOD PEOPLE
by Stephen Post, Ph.D. and Jill Neimark

“As someone who has long believed that giving of oneself is essential to good health, I was delighted by the theoretical and practical support for my belief found in Stephen Post's book. I would suggest reading this book before ever dismissing the idea that giving is good medicine.”

--Dr. Tim Johnson, Medical Editor, ABC News

“In writing so compellingly about the importance of lifelong giving, Stephen Post and Jill Neimark have actually modeled their own principle by giving all of us a gift. Bringing together a summary of new scientific data on altruism, a compendium of moving stories of human compassion, and a new survey tool to assist in self-examination, this book convincingly demonstrates that "love your neighbor as yourself" can indeed provide a joyful path towards a fulfilled life.”

--**Francis S. Collins, M.D., Ph.D.**, Director, Human Genome Project and author of *The Language of God*

“People want to be generous; they just don't dare risk it. Now they can, knowing that real benefits come to people who live generously. This is truly good news for everybody. Lives will change for the better as a result of this book.”

--Rev. **Peter J. Gomes**, Plummer Professor of Christian Morals and Pusey Minister in The Memorial Church, Harvard University

“Stephen Post and Jill Neimark make the scientific case for generosity eloquently, humanely, and compellingly. This book meets Nietzsche's criterion for good philosophy: ‘Change Your Life!’”

--**Martin E.P. Seligman, Ph.D.**, Fox Leadership Professor of Psychology, University of Pennsylvania, and author of *Learned Optimism* and *Authentic Happiness: Using the New Positive Psychology to Realize Your Potential for Lasting Fulfillment*

“Stephen Post and Jill Neimark have brought together the main findings from the new science of genuine love, and translated them into helpful, practical advice that the reader can easily apply. Those who take this book to heart will surely make their lives better, and will help to make the world a better place as well.”

--**Mihaly Csikszentmihalyi, Ph. D.**, Professor of Psychology, Claremont Graduate University, and author of *Flow: The Psychology of Optimal Experience*

“Stephen Post and Jill Neimark have brought sophisticated survey research techniques to the task of exploring such supposedly elusive topics as compassion and love. In this book they examine the extraordinary benefits of giving. Their focus is practical, and encourages readers to make giving a driving force in their lives, leading to positive thoughts and actions. Appearing at a time of growing public angst about the state of society and the world, this book offers a timely message of hope and restoration.”

--**George Gallup, Jr.**, Founder, The George H Gallup International Institute

“Stephen Post and Jill Neimark’s important book has arrived just in the nick of time. Just when it seemed that those touting the marketplace and selfishness as the only guides required for a good life and a flourishing society would seem to have won the field, Post and Neimark say it ain't so. They send a resounding message that shows not only the power of giving, altruism, selflessness and forgiveness, but also the practical impact of altruistic virtue on a person's health and well-being. You cannot read this book without coming away knowing that there is more to life than that dreamt of in most economic philosophy.”

--**Arthur Caplan**, Emanuel & Robert Hart Professor of Bioethics and Chair of the Department of Medical Ethics at the University of Pennsylvania

“In a world weary with war and violence, Stephen Post and Jill Neimark sound the clarion call of hope. Goodness rewards both the giver and the world. This is very good news.”

--**Joan Brown Campbell**, Director of the Department of Religion at the Chautauqua Institution

“If the good die young, and the evil flourish, it is also true that the radiance of a life well-lived day by day may be had by attending and responding to one another in a world with nothing to hold onto and everything to share. Find out how and why in these pages.”

--**Steven M. Tipton**, co-author, *Habits of the Heart*

Praise for Stephen Post, Ph. D.

“I am a great admirer of Stephen Post's work on the science of love, altruism, health, and longevity. This connection can touch us all. This work is pioneering, inspiring and could change people's lives.”

--**George E. Vaillant, M.D.**, Professor of Psychiatry, Harvard Medical School

“The famous psychiatrist Karl Menninger once observed that love heals, both those who give it and those who receive it. Yet until very recently the linkages between altruism (and its cousins, like generativity) and health and well-being have generated remarkably little scientific attention. In an age of terrorism and alienation, this sort of research is vitally important, as its findings may change lives. But to be successful this new enterprise needs a scholar/entrepreneur to conceptualize the field, bring creative minds together, and set the agenda. Stephen Post is that person. Lots of scientists and intellectuals think big thoughts and talk a good game. Post does that, too, but he also makes things happen. If novel and important social ideas and research were funded like new businesses, the venture capitalists would be flocking to Post's startup.”

--**Jay Azarow, Ph.D.**, Department of Psychology, Stanford University

“The scientific data on altruism and health are so provocative, and have been so thoroughly neglected by the mainstream, that I think this book could be the start of something big.”

--**Michael E. McCullough, Ph.D.**, Associate Professor, Department of Psychology and Department of Religious Studies, University of Miami

“Stephen Post has contributed more than anyone else to the dialogue concerning the scientific and health implications of altruistic and generous behavior. His leadership has spearheaded an exciting new area of research. The field has the strong potential to change people's lives in a healthy way.”

--**Gregory L. Fricchione, M.D.**, Associate Professor of Psychiatry, Harvard Medical School, & Associate Chief of Psychiatry, Massachusetts General Hospital

“Through the remarkable efforts of Dr. Stephen Post both scientists and nonscientists are gaining a new perspective on the health benefits of love and altruism. Dr. Post will play a critical role in allowing us to understand the causes and consequences of love from the perspective of serious science.”

--**Sue Carter, Ph.D.**, Co-director of the Brain Body Center, Professor of Psychiatry, University of Illinois at Chicago

“Stephen G. Post's work on unlimited love is truly inspiring. I have never encountered someone with such a great and optimistic passion to make our lives better through our relationships with others. The goal of improving our spiritual, emotional, and physical lives through a scientific understanding of love is admirable. It gives me hope for the future of mankind.”

--**Stephanie Preston, Ph.D.**, Professor of Neuroscience, University of Iowa

“It has been a privilege to work with Stephen to bridge the difficult divide between the biological, psychosocial, theological and philosophical approaches to the analysis of love. Only a scholar of Stephen's background and credentials could have accomplished this important task in the fair and balanced manner that he has.”

--**Esther M. Sternberg, M.D.**, Director, Integrative Neural Immune Program, Section on Neuroendocrine Immunology and Behavior, National Institute of Mental Health, National Institutes of Health

"I am a great admirer of Stephen Post's work. This is an important and timely area of scientific research, and his book will be a careful and compelling presentation of the facts."

--**Harold G. Koenig, M.D.**, Professor of Geriatrics, Director, Center on Spirituality and Health, Duke University

"The science of love and altruism is making great strides these days, in no small part thanks to Stephen Post's projects. Much selfish rationality folk wisdom in our culture is flatly contradicted by the evidence. This is important news!"

-- **Peter Richerson**, Professor, Department of Environmental Studies and Policy, University of California, Davis

"For so long, medicine has focused on eradication of pathology rather than studying health-promoting factors and lifestyles. Stephen Post's current book proposal will be an important contribution to this endeavor which has important implications for each of us individually, for our communities, and for the whole world. There is no one better able than Stephen Post to pull such a work together."

--**Robert Hierholzer, M.D.**, Associate Chief of Staff for Research and Education VA-Central California, Fresno, Clinical Professor of Psychiatry University of California, San Francisco

"I would like to wholeheartedly endorse this new book by Stephen Post, for it is certain to break important ground in two ways. First, it will unify a great deal of important thinking about mind, body, and the effects of love and altruism not only on the spirit but on the very work of health practitioners. And second, people's lives will be changed---for the better."

--**Christopher Boehm, Ph.D.**, Director, the Jane Goodall Research Center, Departments of Anthropology and Biological Sciences, University of Southern California