

Following Through ... from a different angle

The Fizz That Fizzles

If truth in advertising were ever to become a reality, the "Self-Improvement" section of your neighborhood bookstore would have to be renamed the "Wishful Thinking" section. Most of the books you find there are dripping wet with wishful thinking. They ooze irresistibly appealing humanistic notions. The results they promise give you goose bumps. They excite and inspire and motivate.

Unfortunately, however, these books typically tell us more about what we'd like to believe about ourselves than they do about what's really true. They treat us like bottled soda. They shake us up and build our excitement. Then, following a glorious but decidedly short-lived effervescence, we fizzle out and go flat.

Then, we just go back for more.