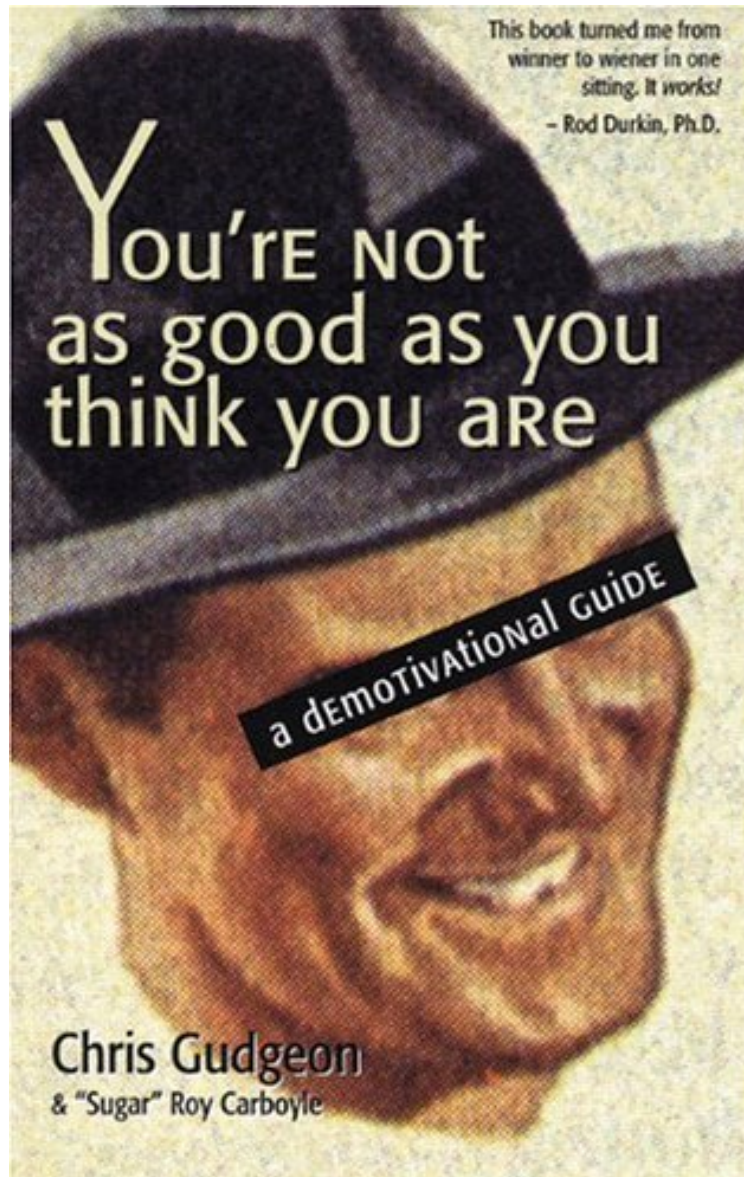


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You're Not As Good As You Think You Are: A Demotivational Guide

Chris Gudgeon

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4 of 4 people found the following review helpful. *Less Acerbic Than Logical Positivism* By Robert I. Hedges This book is great in concept, and generally follows through in execution. It is the perfect antidote to the pretentious motivational publications that are nearly inescapable and which exist only to pander to the notion of self esteem through praise (versus actual accomplishment.) Chris Gudgeon skewers the motivational industry like few others could. The book uses relentless satire and sarcasm to mock virtually every aspect of the feel-good industry, with examples such as "The Win/Whine Paradigm Matrix," "The Power of Negative Thinking," "Men are from Mars, Dogs are from Pluto," and, of course, "Chicken Coops for the Soul." Some of the jokes begin to wear a bit thin by the end, but overall this is a very well done piece of satire that is a quick, easy, and fun read.

0 of 0 people found the following review helpful. it's not as good as it thinks it is By Alan Shalloway formulaic. not really funny. better jokes for free on the internet. see demotivators.com

5 of 5 people found the following review helpful. *Demotivational Book Got Me Going* By A Customer A fast, funny book that finally bursts the bubble of all those crazy self-help books. I like the pith bits of wisdom like "You always get a second chance to make a bad impression" and "A journey of a single step starts with a thousand excuses." This book was a big bestseller in Canada, and it's easy to see why. There's a great comic mind at work here.

Finally, a self-help guide for those who think too highly of themselves.

About the Author Chris Gudgeon is the author of numerous books, including *Consider the Fish*, *Stan Rogers*, and *The Naked Truth: The Untold Story of Sex in Canada*, as well as the Arsenal Pulp Press titles *You're Not As Good As You Think You Are: A Demotivational Guide*, a humorous guide on "demotivation"; *Out of This World*, a biography of poet Milton Acorn; and (with his writer wife Barbara Stewart) *Luck of the Draw*, on lottery winners. He has written articles and essays for such publications as *MAD*, *National Lampoon*, and *Playboy*. Chris and Barbara have three sons and they live in Victoria, BC Canada.