



One Simple Idea: How Positive Thinking Reshaped Modern Life

Mitch Horowitz

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From the millions-strong audiences of Oprah and *The Secret* to the mass-media ministries of evangelical figures like Joel Osteen and T. D. Jakes, to the motivational bestsellers and New Age seminars to the twelve-step programs and support groups of the recovery movement and to the rise of positive psychology and stress-reduction therapies, this idea--to think positively--is metaphysics morphed into mass belief. This is the biography of that belief.

No one has yet written a serious and broad-ranging treatment and history of the positive-thinking movement. Until now. For all its influence across popular culture, religion, politics, and medicine, this psycho-spiritual movement remains a maligned and misunderstood force in modern life. Its roots are unseen and its long-range impact is unacknowledged. It is often considered a cotton-candy theology for New Agers and self-help junkies. In response, *One Simple Idea* corrects several historical misconceptions about the positive-thinking movement and introduces us to a number of colorful and dramatic personalities, including Napoleon Hill and Norman Vincent Peale, whose books and influence have touched the lives of tens of millions across the world.

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