

DR. MARIO MARTINEZ
BEST-SELLING AUTHOR OF *THE MINDBODY CODE*

THE MINDBODY SELF

HOW LONGEVITY
IS CULTURALLY LEARNED
and the
CAUSES OF HEALTH
ARE INHERITED

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THE MINDBODY SELF

How Longevity Is Culturally Learned and the
Causes of Health Are Inherited

DR. MARIO MARTINEZ

Groundbreaking book revealing that our cultural beliefs affect our immune system and how we can grow older in better health.

DESCRIPTION

From the author of the very successful *MindBody Code* comes a new book that examines the impact our cultural beliefs have on our health and longevity. Drawing on extensive scientific research and his years of experience as a clinical neuropsychologist, **Dr Mario Martinez** explores the cultural conditions that influence our sense of self and explains how this affects the diagnosis, prognosis and treatment of disease as well as the way we think about ageing. He offers contemplative exercises and experiential processes to help us translate our minds' intentions into sustainable actions that support wellbeing. Topics include:

- Understanding the 'biosymbolic' world
- The pathology of disease and the anthropology of illness
- Growing older vs. 'cultural ageing'
- Navigating adversity using uncertainty as a guide
- Biocognitive tools for a healthy life

The MindBody Self presents groundbreaking discoveries derived from deep insight and impeccable scholarship - but you don't need a background in science to benefit from this book. Each chapter concludes with a practical exercise that makes complex scientific discoveries not only accessible but applicable for all readers.

SALES AND MARKETING

- Dr Martinez is well-known specialist in this field and has been featured on the BBC, the Discovery Channel and in *National Geographic*.
- Mario has a Facebook following of 20K and 300K YouTube views.
- Biocognitive theory is a new topic growing in popularity. It refutes the idea that we're helpless victims of our genetic inheritance and puts the power of health back in our hands.
- The popularity of books like Atul Gawande's *Being Mortal* speaks to our fraught relationship with ageing - so a book that offers a way to understand and manipulate longevity will have huge appeal.
- Guaranteed coverage in national press and health magazines, blogs and websites.

AUTHOR BIOG

Dr Mario Martinez is a licensed clinical psychologist and the bestselling author of *The MindBody Code*. He lectures worldwide on his pioneering work in biocognitive science, a new mind-body paradigm that investigates the inherited causes of health and how our cultural beliefs affect our immune, nervous and endocrine systems. Based on how the immune system makes decisions under conditions of uncertainty, Dr Martinez has also developed a unique model of organizational science he calls The Empowerment Code to teach executives of global companies how to maximize productivity while enhancing wellness. www.biocognitive.com

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