



## Psycho-Cybernetics and Self-Fulfillment

By Maxwell Maltz

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Dimensions: 9.0in. x 5.9in. x 0.7in. Maxwell Maltz was an American cosmetic surgeon and author of Psycho-Cybernetics, which was a system of ideas that he claimed could improve one's self-image. In turn, the person would lead a more successful and fulfilling life. He wrote several books, among which Psycho-Cybernetics was a long-time bestseller - influencing many subsequent self-help teachers. His orientation towards a system of ideas that would provide self-help is considered the forerunner of the now popular self-help books. The word cybernetic comes from the Greek for steersman, and in the modern sense usually refers to systems of control and communication in machines and animals: how, for instance, a computer or a mouse organises itself to achieve a task. Maltz applied the science to man to form psycho-cybernetics. However, while inspired by the development of sophisticated machines, his book denounced the idea that man can be reduced to a machine. Psycho-cybernetics bridges the gap between our mechanistic models of the brains functioning (cliches like Your brain is a wonderful computer), and the knowledge of ourselves as being a lot more than machine. Maltz's genius was in saying that while we were machines,...



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