



For Immediate Attention:

Economic Downturn Bad News for Compulsive Shoppers

New book offers hope for the millions of debt-laden Americans who suffer from compulsive buying, from a leading psychologist in the field

November 13, 2008— The current economic crisis has a lot of Americans nervous, in particular those with high credit card debt. For the overs shoppers among us—at least 17 million people according to a recent Stanford University study—this is a wake-up call to look very closely at what we’re buying and why. Overshopping can lead to debt, damaged relationships, depression, and anxiety. It causes us to lose sight of what really matters in life and what we *really* need.

In her new book—***To Buy or Not to Buy: Why We Overshop and How to Stop*** (Trumpeter Books)—April Lane Benson, PhD, draws on decades of clinical experience and research to offer comprehensive, effective help that braids together intellectual insights, personal discovery, and a host of proven tips, tools, techniques, and strategies. Demonstrating that “you can never get enough of what you don’t really need,” she invites and enthusiastically guides overs shoppers to reclaim control of their lives.

How many of us can clearly identify the cues or triggers that lead to overs shopping? Can we see the true consequences of overspending, not just the financial, but emotional, social, and spiritual too? What underlying emotional needs are we trying to meet with this behavior? And how can we meet those needs in ways that enhance, rather than erode our lives?

The premise of ***To Buy or Not to Buy*** is simple and compelling: overs shopping is a doomed attempt to fill emotional needs with material goods. This is a clear, interactive guidebook for changing all that. ***To Buy or Not to Buy*** thoughtfully helps compulsive shoppers go the distance from where they are now to where they want to be—centered, in control, knowing who they are, and what they truly want in their lives.

To Buy or Not to Buy: Why We Overshop and How to Stop by April Lane Benson
Self Help | \$16.95 US \$18.95 CAN | paperback original | 6 x 9 | ISBN 978-1-59030-599-7
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Additional media materials available on the *To Buy or Not to Buy* Online Press Kit at:
http://www.stoppingovershopping.com/press_kit.htm

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