



| Paula Byerly Croxon

# The Piatkus Dictionary of Mind, Body, and Spirit

The United Kingdom-based Piatkus Books published *The Piatkus Dictionary of Mind, Body, and Spirit* in hardcover May 2003, and in paperback October 2003. Since February 2004, the book has also been distributed in the U.S. I researched and wrote this 120,000 word book (with bibliography and index) between March and December 2002. Because of my past editing and marketing experience, I participated in promotional activities not usually open to most authors, including writing the Advance Information (AI) sheet that the publisher's sales reps used to present the title to prospective shop buyers and merchandisers. I have included the following samples of my work:

- Definitions from the book
- Advance Information Sheet
- Catalog Copy

## Sample Definitions

### Gaia Theory also Gaian Theory

The idea, formulated by British scientist James Lovelock, that the earth is not a dead rock of a planet, but instead a living, evolving organism. This idea was present in many ancient cultures and traditions including hermeticism and Greek mythology, but Lovelock was the first to present scientific evidence to support his “living earth” thesis.

He came across his theory almost by accident. In the 1970's, NASA had asked for his help in designing life-detecting probes for their unmanned Viking Mars missions. He first analyzed the chemical constituents of Venus and Mars, and then applied these same measures to the earth. He came across what he called the “Goldilocks phenomenon.” This is a simple way of stating that Venus was too hot for life to exist, Mars too cold, and the earth just right. He came to realize that the earth appeared to be not so much a planet adorned with diverse life forms, as a planet that had been transfigured and transformed by a self-evolving and self-regulating living system. In view of the nature of this activity, earth seemed to qualify as a living being in its’ own right.

Lovelock got the name for his theory while walking out in the country with his friend the author William Golding, who suggested the Greek goddess Gaia: the earth mother who drew life from chaos.

### Parapraxis

Technical term for a Freudian slip, coined by Freud himself, who seemed to think that it demonstrated the unconscious at work. He defined the following behaviors as parapraxis:

- Forgetting people’s names
- Forgetting something you intended to do
- A slip of the tongue or pen
- Misreading or mishearing something
- Losing or temporarily mislaying things
- Bungled actions and accidents
- Remembering things incorrectly

Freud thought that all of these things were the subconscious’s way of dealing with painful or socially unacceptable thoughts, and the mistakes were made because a person had conflicting intentions in their head. In other words, the Freudian slip reveals what a person is *really* thinking.

### Zen

(Japanese, “meditation” from Sanskrit *dhyana*, via Chinese *ch’an*, “meditation”) Phrase for the Japanese school of Mahayana Buddhism. The original definition has expanded to refer to a general mindset encompassing such subjects as Japanese culture, archery, motorcycle maintenance, the Beat Poets, and a certain aesthetic of black and white, pure lines, and open space. Zen also refers to a state of mind, where one tries to “live in the moment,” to calm restless thoughts by quiet meditation and deliberation on “nothing.” A “Zen awakening” occurs once a person realizes that “nothing” and “now” constitute all there is; that what happens in the present is what life is, not future goals or past dreams; which is why a Zen Buddhist enjoins you to “be here now.”

# Catalog Copy and Advance Information Sheet

## Catalog Copy:

### **The Piatkus Dictionary of Mind, Body, and Spirit**

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##### **Don't know your asana from your elemental?**

Always wanted to know the difference between a psychic and a spirit medium? *The Piatkus Dictionary of Mind, Body, and Spirit* will make you an instant expert. This definitive reference work covers all aspects of this growing field of interest, from holistic health and alternative therapies to pagan religions and magic, and from religion and philosophy of eastern and ancient cultures to self-help and personal development. Both an expert's guide to definitions, and a browser's delight, *The Piatkus Dictionary of Mind, Body, and Spirit* is an enlightening and invaluable reference for all those with an interest in the subject.

- Over 800 fascinating entries
- Bibliography
- Material gathered after extensive research and consultation with leading experts in their fields
- The most up-to-date dictionary available covering the full range of mind body spirit subjects
- Paula Byerly Croxon practices aromatherapy and holistic reflexology in addition to working as a journalist and editor
- She has been MBS consultant to various magazines including *Health and Fitness*, *Cosmopolitan*, and *Financial Times*
- All rights: Piatkus

## Advance Information Sheet

**The Advance Information Sheet copy is virtually identical to the catalog copy, with the exception of an additional section: Selling Points**

### **Selling Points**

- Paula Byerly Croxon is a literary commentator on all matters MBS on radio and television in the UK and US
- This is the most up-to-date dictionary available covering the full range of mind body spirit subjects
- An emphasis on alternative health and lifestyle/psychology subjects rather than occultism
- Media-friendly author