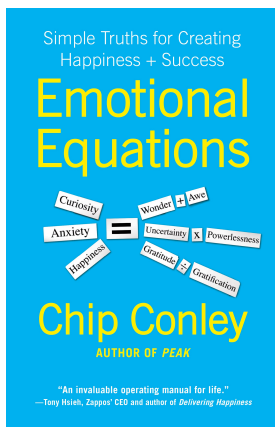


FOR IMMEDIATE RELEASE

CONTACT: Debra Amador  
415-235-2708  
[debra@mindfulpr.com](mailto:debra@mindfulpr.com)



Take a guess...

DESPAIR = SUFFERING - \_\_\_\_\_?

\_\_\_\_\_? = LOVE - FEAR

CALLING = \_\_\_\_\_? / PAIN

See solutions below...

## EMOTIONAL EQUATIONS

### Simple Truths for Creating Happiness + Success

By Chip Conley

[www.EmotionalEquations.com](http://www.EmotionalEquations.com)

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Feelings + Math? Not an obvious match at first glance, but Chip Conley, dynamic entrepreneur and author of the bestselling *Peak*, has developed a new lexicon for an emotionally intelligent age. In **EMOTIONAL EQUATIONS: Simple Truths for Creating Happiness + Success (Free Press; January 10, 2012, \$24.00)**, Conley reveals brilliantly simple formulas to help us explore and articulate something that challenges and connects us all: our emotions. When Conley himself hit an emotional bottom in 2008, he relied on a survival mantra to carry on living: "Despair = Suffering – Meaning." This first emotional equation (inspired by psychologist Viktor Frankl's *Man's Search for Meaning*) saved his life. As with math, Conley found that when he focused on the variables (the things he *could* change), rather than the constants (tragic loss of loved ones, financial struggles, major health issues), he was better equipped to find solutions for these problems. This "Meaning" equation led Conley to develop many more, which he shared with his friends and employees to an astounding response.

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**EMOTIONAL EQUATIONS** offers an immediately understandable way to identify the elements in your life that you can change, and those you can't. These equations help you to better understand and manage your emotional life, both your internal emotions and your interactions with others. The preeminent authority on Emotional Intelligence, author Daniel Goleman, says: "*Emotional Equations* offers a splendid menu of rules-of-thumb for a satisfied, meaningful life. Chip Conley has tried what he advises; his equations to live by are clever, useful, and profound."

In his new book, Conley shares this new self-help paradigm, exploring the relationships between emotions and the process for creating each equation. By paying closer attention to the mix of emotions that are always interacting, he illustrates how to gain greater perspective and create the perfect "emotion potion" for any situation life brings your way. Equations like "Joy = Love – Fear" and "Calling = Pleasure / Pain" have been reviewed for mathematical and psychological accuracy by leading experts. Conley shows us how to solve these equations (and how to formulate our own) through life examples and stories of inspiring people and role models who worked them through in their own lives.

In these turbulent times, when so many are trying to become "superhuman" to deal with the complex world we live in, **EMOTIONAL EQUATIONS** is an exciting and empowering new way of identifying, naming, and managing the feelings that define us – arming us with effective tools for becoming "super human beings."

### **About the Author**

At the age of 26, with no industry experience, Chip Conley started his own hospitality company, Joie de Vivre (JDV), and, as CEO for two-dozen years, expanded it into a collection of over 35 award-winning hotels, restaurants and spas – the second largest boutique hotel company in the United States. Chip shared his unique prescription for success in his bestselling book, *PEAK: How Great Companies Get Their Mojo from Maslow* (foreword by Zappos' CEO Tony Hsieh), based on noted psychologist Abraham Maslow's iconic Hierarchy of Needs theory. The preeminent thought leader at the intersection of psychology and business, Chip speaks around the world on finding meaning in work and in life.

--- more ---

Chip and his company's time-tested techniques and transformational leadership practices have been featured in every major news outlet including *TIME*, *The New York Times*, *USA Today*, *Fortune* and *The Wall Street Journal*. He is a regular blogger on The Huffington Post and his own blog at [www.emotionalequations.com](http://www.emotionalequations.com). Chip has been honored with the highest accolade in the American hospitality industry, the coveted ISHC Pioneer award, and was named the Most Innovative CEO – and JDV the "2nd Best Place to Work" – in the entire Bay Area by *The San Francisco Business Times*. He received his BA and MBA from Stanford University, and holds an Honorary Doctorate in Psychology from Saybrook Graduate School & Research Center, where he is the school's 2012 Scholar-Practitioner in residence.

FOREIGN SALES: UK / Little Brown; Germany / Ullstein; Korea / Sejong; Brazil / LeYa; Holland / Kosmos; Spain / Ediciones; China / China Citic Press; Taiwan / China Times

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**ADVANCE PRAISE FOR *EMOTIONAL EQUATIONS***

"Rarely has a CEO bared his soul in a book as Chip Conley has in *Emotional Equations*. This powerfully authentic story and the resulting emotional building blocks that define how we can understand our internal weather make for a compelling read and a valuable operating manual for life."

--Tony Hsieh, Zappos' CEO and author of *Delivering Happiness*

"With disarming simplicity, Chip opens the door to understanding your emotions by using a handful of equations. In his words, "Happiness is overrated. Joy is underappreciated." This one will make you think... and that's a good thing."

--Seth Godin, author of *We Are All Weird*

"*Emotional Equations* offers a splendid menu of rules-of-thumb for a satisfied, meaningful life. Chip Conley has tried what he advises; his equations to live by are clever, useful, and profound."

--**Daniel Goleman, author of *Leadership: The Power of Emotional Intelligence***

"If you want to understand (or persuade) your boss, sister, neighbor, or teenager it helps to have an emotional equation. Chip Conley built one of the most innovative, customer-inspiring businesses of the last 20 years. He's a leader who clearly understands the value of analyzing emotions."

--**Chip Heath, co-author *Switch: How to Change Things When Change is Hard***

"In this remarkable book, one of America's finest entrepreneurs shares the wisdom that's helped him find personal and professional renewal in the face of some devastating life events. Chip Conley's equations are powerful tools for helping to make our emotions work for us, rather than against us, in business and in life."

--**Daniel H. Pink, author of *Drive***

"*Emotional Equations* is a fresh, original guide to an authentic and fulfilling life. Every line is based on good science and lived experience and rings truthful and invigorating. There ought to be a law against successful CEOs writing such good books...where does that leave the rest of us?"

--**Mihaly Csikszentmihalyi, author of *Flow***

"Chip Conley makes the case that great business leaders don't have to leap tall buildings in a single bound. Rather than superhuman, the best leaders -- at work and at home -- are simply super humans who know how to use their internal resources effectively.

*Emotional Equations* offers practical advice so you can make your emotions work for you rather than against you."

--**Marci Shimoff, author of *Love for No Reason***

"You may scoff at the idea that all the complexity and subtlety of human emotion can be reduced to a handful of arithmetic operations. Scoff all you want, but read the book. There is something important to be learned from every chapter. Chip Conley has written a book that is both welcoming and challenging, simple and complex, abstract and concrete. Read this book and take it to heart and your emotional life will never be the same."

--**Barry Schwartz, author of *The Paradox of Choice***

"*Emotional Equations*" is a masterpiece by a master teacher. Philosopher/CEO Chip Conley peels away the thin veneer of let's pretend organizational life and introduces us to the very raw and tender emotional core of our human experience. While reading, I felt joy, delight, curiosity, insight, inspiration, amazement and, most of all, a much deeper understanding of my own inner life. Simple, yet profound...you really must read this book.

--**Jim Kouzes, co-author of *The Leadership Challenge***

"If you've struggled to understand how to get control of your emotions, Chip Conley's *Emotional Equations* is the book for you. Conley makes elegantly objective the subjective realm of feelings through the prism of simple mathematical formulas that offer fresh insight into how we can more effectively manage our emotions."

**--Anne Kreamer, author of *It's Always Personal: Emotion in the New Workplace***

"*Emotional Equations* reveals the rich tapestry of relationships among emotions which heretofore existed as isolated feelings within each of us. Chip's book is required reading for every executive who wants to lead others effectively in today's organizations that aspire to create opportunities for people to find and live out their callings."

**--Dr. Tommy Thomas, CEO, Opposite Strengths, Inc., PhD mathematics & psychology**

"Emotions are a mystery to many of us. Chip Conley provides insight into how different emotions operate, what consequences they can lead to, and how our proclivity for happiness is shaped by our emotional states. This book gives a practical framework for getting the most out of work, defining who you are, and finding contentment. It is an emotional tour de force."

**--Jennifer Aaker, General Atlantic Professor of Marketing, Stanford GSB**

"It's incredibly rewarding to see one of my former psychology students evolve first into a very successful businessperson and then into a thoughtful observer of human nature. *Emotional Equations* is challenging, thought-provoking, insightful, and, ultimately, very practical."

**--Phil Zimbardo, Professor Emeritus, Stanford University, author of *The Time Paradox***