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Who Are You When Nobody's Looking? Discovering the Person You Really Are and Inventing the Life You Want

Marc Marsan
Gary Kopervas, illustrator
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What if someone could give you an actual formula for happiness and fulfillment and show you, in language you can understand, how to apply it to your life? Marsan, an “inventive thinking” expert with several patents to his credit, has taught thousands of people how to unleash their creative power in his “Think Naked” presentations as well as at the University of Cincinnati Graduate School of Business. A member of the World Future Society and a consumer trends expert, Marsan is currently a principal member of Synectics, the well- known Cambridge, Massachusetts “think tank.” Illustrator Gary Kopervas (Out on a Limb, Hagar the Horrible) has contributed the black and white illustrations.

Who Are You When Nobody’s Looking? invites readers to maximize their potential using the formula DNA/X=Happiness, where DNA stands for one’s “distinctive neuron archetype” and X represents one’s unrealistic expectations. One’s degree of happiness can be determined by understanding and negotiating the “delicate balance between who you really are and what you
can really expect from the world.” According to Marsan, those who learn to do this well will find their happiness “multiplied.”

People who do this train their minds to work for them. Marsan helps readers develop the skills necessary for this to happen with information and exercises that teach how to see challenges as opportunities, how to create for oneself a personal adventure story based in the history of one’s family or origin and how to create one’s own “high concept” based on a realistic assessment of one’s skills and desires. Marsan believes that the mark of true maturity is the ability to accept responsibility and he ushers readers skillfully into a world of powerful, creative thinking that cannot help but leave a legacy for those who follow.

The author’s creative, actualized thinkers are able to cry easily, laugh deeply, greet life playfully and often become the recipients of what he calls “The Look.” Coming from those who

view creative dissent and spontaneous expressions of enthusiasm with mistrust and fear, “The Look” becomes a sign to the creative thinker that he or she, far from being deceived, is actually on the right track. He encourages such thinkers to create a personal mission statement and to live it with gusto.

Kristine Morris