

MILTON H ERICKSON

Jeffrey K Zeig and W Michael Munion both at
The Milton H Erickson Foundation Inc, Phoenix

'Zeig and Munion have provided us with a lucid insight into the life and work of a 20th century giant, and it is a book full of human warmth and humour. I congratulate you who still have the adventure of exploring Milton H Erickson's story ahead of you' - *Hypnos*

'This offering on Erickson does not set out to uncover new ground, but more to introduce one to Erickson (and the cases are so extraordinary they are worth repeating anyway). It does this in a number of easy to read sections' - *New Therapist*

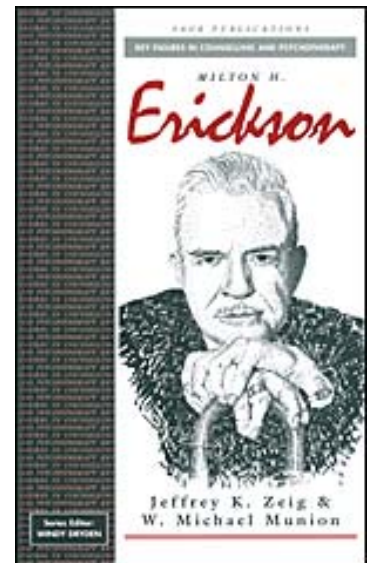
'This book is an easily accessible primer for those who are new to studying Ericksonian methods.... its depth provides the reader with the experience of learning about the man, as well as the method' - *Milton H Erickson Foundation Newsletter*

Milton H Erickson provides a unique insight into the life and experiences of this influential figure, and a clear account of his specific contributions to psychotherapy, both theoretical and practical.

Erickson was the dominant force in legitimizing the use of clinical hypnosis. Through his research and practice, he developed a scientific understanding of hypnotic phenomena and devised many novel clinical applications. He took the view that psychotherapy should be formulated to meet the uniqueness of an individual's strengths and needs, rather than tailoring the person to fit a particular theoretical approach. His directive and strategic interventions contributed substantially to the development of brief therapy approaches such as strategic therapy, solution-focused therapy, and the interactional approach.

Contents

The Life of Milton H Erickson / Erickson's Primary Contributions / Major Technical Orientations / Criticisms and Rebuttals / The Overall Influence of Milton H Erickson / Bibliography of Erickson-inspired Books and Books from the Milton H Erickson Foundation



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