



HOW TO QUIT DRINKING WITHOUT AA

By Jerry Dorsman

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NEWS...

Controversial Recovery Book Becomes Bestseller

New York, NY: In April 2006, Random House imprint Three Rivers Press announced that HOW TO QUIT DRINKING WITHOUT AA, a controversial self help guide, reached the 100,000 mark in total sales.

When it first appeared in 1991, this book stirred a controversy. Many AA stalwarts dismissed it out of hand or criticized the book's reckless abandonment of AA's most cherished principles. Yet a significant segment of addiction treatment professionals embraced it as an effective alternative to the standard 12-Step regimen – certainly an overdue alternative for those whom AA had repeatedly failed.

Of course, it was the thousands upon thousands of these individuals that drove up sales for the book.

In 1991, the addiction treatment literature had already begun to show the shortcomings of 12-Step programs. Scientific studies had proven that most problem drinkers who try AA find it doesn't work for them. In fact, AA works for only about 5% of those who try it.

The book's author, Jerry Dorsman, is living proof. Twenty-five years ago, when he needed to quit his own alcoholic drinking, AA didn't work for him. Not content to give up, he tried various methods of goal-setting and self-encouragement until he developed a pattern of success that has now seen him sober for more than 20 years. It didn't take long for him to realize that his methodology, precisely because it veered from the path of traditional recovery programs, could help others, too. During its first fifteen years, this book generated an avalanche of positive letters and emails, and 100,000 plus in sales.

HOW TO QUIT DRINKING WITHOUT AA is not a memoir. It is a state-of-the-art treatment manual written by a psychotherapist. In it, Dorsman, who is also a professional addictions counselor, describes every method that has been proven to have an impact in breaking the alcohol addiction. His book guides the reader through a process of selecting the methods that will work best for him or her.

Using this strategy, each person develops a personalized recovery plan that combines motivational elements with a combination of cognitive-behavioral techniques. As its subtitle suggests, HOW TO QUIT DRINKING WITHOUT AA serves as "a complete self-help guide." Its 33 worksheets, checklists, and exercises give readers the help they need with each key step toward recovery.

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