



Book Review:

Reading Time:

3 minutes

Reader Benefit:

- ◆ Learn about what it means to have choices;
- ◆ Insights about how you can choose wisely;
- ◆ Buy the book to discover the H.O.W. method of making choices.

Title: **How To Choose**

Author: David Freemantle

Publisher: Prentice Hall, Pearson Education, 2002

Pages: 238 pp

Reviewer's Rating: ☺☺☺☺☺

Rating Legend:

Inspiring ☺☺☺☺☺ *Excellent* ☺☺☺☺ *Good* ☺☺☺ *Average* ☺☺ *OK* ☺

Website Summary:**A Matter of Choice**

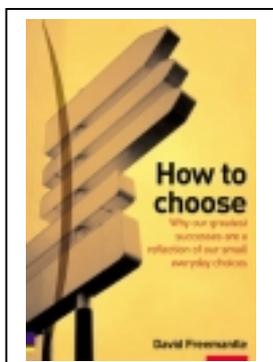
Each living human being has to make a lot of choices. Author David Freemantle expounds that making a choice is really about our values. This book helps you to focus on what's really important in life and how it affects your decision in your work life.

Synopsis:**A Matter of Choice**

Each living human being has to make a lot of choices. Yet, many of the small choices that we make reveal over time what each of us actually become.

Author David Freemantle expounds that making a choice is really about our values. This book helps you to focus on what's really important in life and how it affects your decision in your work life.

Put another way, this book details a practical philosophy of conducting your life affairs in the context of 'sowing and reaping' or the law of reciprocity. In short, you get what you put in.





A Matter of Choice

Book Review by Leon A. Enriquez

Choices – each living human being has lots of choices. Not surprisingly, the seemingly insignificant and often small choices that we make – in those unremembered ‘little moments’ – truly reveal over time what each of us actually become.

“You are neither just what you eat nor just what you think. The person you are is the total sum of all the choices you have made in life...,” observed Dr. David Freemantle in this well-crafted book’s *Introduction*. “Everything we do and achieve at work is the result of choices we make every day. Our performance, our successes, our failures, our relationships with customers and with employers reflect these choices.”

Yes, this is a ‘How-To’ book – yet, it is more than the usual academic exercise for business people to follow after the current popular fad of the day. This is book that goes to the heart of the human potential – the value and belief system that you can model yourself after – in a very realistic fashion.

In fact, this is a book about values. Put another way, this book details a practical philosophy of conducting your life affairs in the context of ‘sowing and reaping’ or the law of reciprocity. In short, you get what you put in.

“While the world we live in is limited physically, it is boundless when it comes to the possible choices we have in our everyday lives,” argued author Freemantle. “By pushing back the boundaries we expose ourselves to more options from which to choose and thus increase the probability of a richer and more fulfilling life.”



Yet, most of us live by default and seem to follow a set pattern or routine as if we had ‘no choice’ to make changes as we deem fit. And while we are not often pushed to do big things, we somehow infer and conclude that the small changes that we can make will somehow get us nowhere. This really is the fallacy of the human predicament – of not understanding the significance of the effectiveness of microbehaviours that can impact your outcome. You are what your choices make you to be! This is the premise of this insightful book based on the author’s learning experience, succinct observations and practical insights.

The book is organised into four parts and 32 chapters as follows:

Part 1: Introduction (with one chapter);

Part 2: The thesis of ‘How To Choose’ (with six chapters);

Part 3: Three essential practices for ‘How To Choose’ (with three chapters);
and

Part 4: Applications of ‘How To Choose’ (with 22 chapters).

The author, Dr. Freemantle has a unique gift of communicating ideas and insights in a refreshing way – and there are obvious gems scattered throughout the course of the book for those who seek to better understand themselves. For people who think that they have not much choices, this book is a non-intrusive wake-up call to attend to the most important person in your universe – You!

Start reading chapter 32 first instead of starting at the beginning. If you have not experienced meeting yourself face-to-face in a life-changing phenomenon, these four pages are bound to influence the way you see yourself. Check it out for yourself and see if this is true for you. Keep an open mind. Most likely, you will be converted to learn to look within yourself for answers – even as your attitudes about choices take a fresh perspective.

One of the practical devices found at the end of every chapter is a box called “The Choice Challenge” – where you can re-discover your true potential – by following these timely suggestions that can inspire better self-understanding.

“To improve our performance we constantly need to challenge our microbehaviours (the little everyday things that we do),” said the author. “Behaviour is personal. It belongs to us. It is what we do in response to internal and external stimuli. Other people can tell us how to behave but in the end it is our choice.”



'The truth is out there,' shouts the popular TV series *The X-Files*. Guess what? The truth is also in here – neatly sequenced, in manageable bites. Dr. Freemantle's latest book delivers timeless value. A handsome payback awaits the reader – possibly worth tenfold or even a hundredfold of the small investment you make in buying this handy companion.

And then some... Be sure to check out the H.O.W. method of making a choice! It will make you a better human being in all the important areas of your life. In a nutshell, this commonsensical approach is a welcome bonus on *'How To Choose.'* Dr. David Freemantle articulates brilliantly and succeeds with wit and wisdom.

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