



This book will change the way you think about yourself

Mistakes were made (but not by me)

Why we justify foolish beliefs, bad decisions and hurtful acts

Carol Tavris & Elliot Aronson

Key selling points:

- ▶ New introduction by the authors, covering recent events such as the financial crisis and Lance Armstrong scandal
- ▶ New, eye-catching jacket aimed at general trade audience

Cover blurb:

Why do people dodge responsibility when things fall apart? Why the parade of public figures unable to own up when they make mistakes? Why the endless marital quarrels over who is right? Why can we see hypocrisy in others but not in ourselves? Are we all liars? Or do we really believe the stories we tell?

Renowned social psychologists Carol Tavris and Elliot Aronson take a compelling look into how the brain is wired for self-justification. When we make mistakes, we must calm the cognitive dissonance that jars our feelings of self-worth. And so we create fictions that absolve us of responsibility, restoring our belief that we are smart, moral, and right – a belief that often keeps us on a course that is dumb, immoral, and wrong. Backed by years of research and delivered in lively, energetic prose, *Mistakes Were Made (But Not by Me)* offers a fascinating explanation of self-deception – how it works, the harm it can cause, and how we can overcome it.

Marketing & publicity:

- ▶ Authors available for interviews
- ▶ Promotion targeted at 10,000+ followers of Pinter & Martin pages through social media, including Facebook and Twitter
- ▶ Mainstream and blog reviews
- ▶ Endorsements by UK authors, opinion makers and celebrities

Reviews (of previous edition):

"Fascinating." Financial Times
"Excellent." Guardian
"Brilliant." The Times

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Readership/Market

- Popular psychology readers
- Business people
- Politicians and journalists
- Social psychology students

The Authors

Elliot Aronson is one of the world's most distinguished social psychologists and the author of *The Social Animal*.

Carol Tavris is a social psychologist and lecturer and has written for the *LA Times*, *The New York Times* and *The Times Literary Supplement* amongst many other publications.

Previous Pinter & Martin edition
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