



The Induction of Hypnosis: An Ericksonian Elicitation Approach

By Jeffrey K. Zeig

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Offering an entirely new fundamental model of hypnosis from an Ericksonian perspective, this book is valuable to the beginning and intermediate practitioner who wants to add hypnotherapy into clinical practice. It provides a comprehensive genealogy (an Ericksonian family tree), testimony to Dr. Erickson's significant influence; deconstructs the key concepts of hypnosis; presents real-life cases, dispels myths; and demystifies the process of eliciting trance. It also compares and contrasts the traditional model of hypnosis with the Ericksonian model; delves into hypnotic evocative communication, the language of hypnosis, and the ARE model of hypnotic induction; and distinguishes between the three aspects of human experience: emotion, moods, and states, with states being the most operative in the elicitation of hypnosis. Written with passion, expertise, and experience gleaned directly from Dr. Erickson, **THE INDUCTION OF HYPNOSIS: An Ericksonian Approach** fades the stereotypical image of hypnosis as magic and mojo and brings into the light the real power and purpose of modern clinical hypnosis.

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Editorial Review

Review

Zeig seems singularly suited to author this book on the Ericksonian approach to hypnosis....readers encounter Milton Erickson, Jay Haley, John Weakland, Stephen Lankton, Stephen Gilligan, Richard Bandler, John Grinder, Bill O Hanlon, and many others, key figures who contributed an enormous body of professional work influenced by the Wizard of the Desert.... Zeig provides a rich introduction to the texture and fabric of Ericksonian hypnosis. He includes chapters on the controversial issue of hypnotic states, an experiential introduction to the hypnotic process, the traditional model of hypnosis, the phenomenological orientation, the evocative communication of hypnosis, the Ericksonian model of hypnosis and psychotherapy, the language of hypnosis, and a specific model developed by Zeig the ARE model.... I recommend this book for practitioners of psychotherapy and hypnosis, and for students in psychology, social work, counseling, psychiatry, medicine, and allied fields. --Donald Moss, PsycCRITIQUES

About the Author

Jeffrey K. Zeig, Ph.D., trained intermittently under Dr. Erickson for six years and in 1980 he founded The Milton H. Erickson Foundation. Dr. Zeig as well as Dr. Erickson sat on the first Board of Directors. Dr. Zeig went on to become the architect of the Evolution of Psychotherapy Conference, the International Congresses, the Brief Therapy Conference, and the Couples Conference. He also is on the Editorial Board of numerous journals; Fellow of the American Psychological Association (Division 29, Psychotherapy); and Fellow of the American Society of Clinical Hypnosis. He is a Distinguished Practitioner in the National Academy of Practice in Psychology of the National Academies of Practice and an Approved Supervisor of the American Association for Marriage and Family Therapy. Dr. Zeig has received numerous professional awards internationally, and is a Distinguished Professor at California Southern University. A clinical psychologist, Dr. Zeig has a private practice, and conducts workshops internationally in 40 countries. He has been an invited speaker at major universities and teaching hospitals, and has edited, co-edited, authored or coauthored more than 20 books on psychotherapy that appear in 14 foreign languages.

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