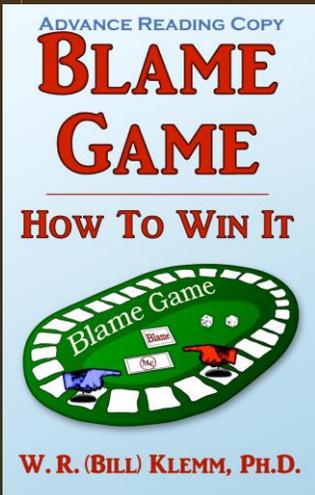


Blame Game. How to Win It

Simple
5-step
process



Blame Game, How To Win It
Publisher House: Benecton Press
Author: W. R. Klemm
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People lose their homes because they couldn't afford what they bought, but we blame greedy lenders. The price of gas can go out of sight, but we blame oil companies instead of government restrictions on oil exploration or ourselves for driving gas guzzlers. When our kids don't do well in school, we blame government or the teachers. The poor blame their poverty on the rich. If we don't advance in our careers, it's our boss's fault. If we get divorced, it's the spouse's fault. Many Americans say criminals are the victims of racism or the justice system.

Dr. Bill Klemm, a prominent neuroscientist at Texas A&M University, tackles these issues head on, advocating a five-step character development program

Endorsed by prominent mental health professionals! See endorsements and reviews below.

Available from Amazon (List price: \$14.95)
E-book version at Smashword.com

When people get caught in a mistake, do they:

- Get defensive?
- Rationalize?
- Deny it?
- Make excuses?
- Shift blame?

DO YOU EVER DO THE SAME?



Check out the [BlameGameBlog](#) where we share examples of when you or others make excuses, deny the truth, deceive or mislead, are too politically correct, and place blame in the wrong places

Corporations:

Help your employees recognize when they are underperforming, know why, and what to do about it. Give them a leg up in productivity.

Contact me for volume discounts, [Phone]

Praise for Blame Game

Dr. Laura Schlessinger

Internationally Syndicated Radio Host,
author of "Stop Whining, Start Living."

I absolutely love this book. Blame is about yesterday. Responsibility is about the rest of your life. Let Dr. W. R. Klemm's "Blame Game, How To Win It" show you that positive change is within your grasp.

Dr. Robert Schuller

Minister of Crystal Cathedral and host of the
"Hour of Power" television series

As one who has spent a lifetime trying to help people have lives of fulfillment and happiness, I am delighted that Dr. Klemm has published "Blame Game." His book will help people solve their personal problems and achieve their dreams.

Dr. Bob Rich

Psychologist and author of 13 books, four of
them award-winners.

Bill Klemm's "Blame Game" is the ideal combination of common-sense advice and sound scientific evidence. Professor Klemm's expertise includes neuroscience, which he presents in easy-to-understand, plain language. He combines it with findings from many relevant fields, especially psychology, to produce a manual for living a good life.



Excuses are costly:

Others see our excuses as
weakness

Failure to recognize our excuses
prevents us from addressing the
weakness that causes them.

Reviews

Reader Views

Reviewed by Danelle Drake for Reader Views (10/08)

"Blame Game: How to Win It,"--when I first saw the title I thought of the books that our girls purchase to accompany and conquer video games. The books are giving you all the secret doors and instructions on how to get the extra points thus earning quicker, almost instant gratification. Winning is always good and winning the blame game would be WOW! Needless to say, I jumped into this book with tons of anticipation and great expectations.

Explaining why we react the way we do to situations was only the beginning. Blame is always the easiest thing to do. **Divided into five steps that are easy to understand, follow, and unlike many self-help books, actually do-able.** By the time you read through step three you are ready to reprogram your brain. Step 4 begins the process and step 5 gives guidance for the future. Each section has "help pages" that will reiterate the information learned while pinpointing your issues to be dealt with. Yes, it's hard, but you have to write it all down. Trust me, you will feel much better for it. Focus blocks that are encouraging and insightful thoughts are included to make you take a moment and think. Personally, I found these very helpful and inspirational by copying the thought onto note cards and placing them in visible locations in our home. My favorite: "We learn our counterproductive attitudes and behaviors, and we reinforce them by repetition."

"Blame Game" **is very well written.** Klemm takes very complex issues and breaks them down in an easy-to-understand process. If you feel you are holding grudges, placing blame, or having negative thoughts about any life situation, this book is for you. I was thinking of buying in bulk and giving it to all my relatives for the holidays. If everyone would read it and apply the practice to their self, the world would be a much healthier, happier place.

Midwest Book Reviews

JAMES A. COX

Editor-in-Chief

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When bad things happen the all too familiar response by all too many people is to find someone else to blame for it happening to them. Folks who didn't have a sufficient income to justify buying a home and who are now caught up in the mortgage foreclosure crisis can find themselves tempted to blame rapacious lenders and/or a negligent government that deregulated the financial industry. When marriages fail each spouse seeks to pass off responsibility for the divorce to the other. It's a rare prisoner who doesn't attribute their imprisonment to flaws in the U.S. justice system, minorities who attribute their hardships to racism and discrimination, parents with children failing to learn in seeing the problems at the schools and not within their own homes. The list of blame-passing grievances goes on and on.

What scientist, educator, author, and public speaker W. R. (Bill) Klemm has done with writing "Blame Game: How To Win It" is to reveal the hidden personal costs of making excuses and blaming others for the shortcomings (both real and perceived) within our own

lives. Professor Klemm presents a five-step program for helping readers to recognize when excuses are being made, move away from denial and self-deception, accept responsibility, re-program the brain to reduce the thoughts and behaviors that prompt excuses, and to make their new program work to improve their enjoyment and success in life. Essentially, "Blame Game" is a thoroughly 'user friendly' and highly recommended 'how to' manual for the nonspecialist general reader to effect enduring and positive changes in their personal and professional lives.

Insite Magazine

Have you ever caught yourself making an excuse to someone, or possibly even yourself, for receiving low grades in a class, not getting that job promotion or missing a deadline? If so, then you have already completed the first step toward making yourself happier, according to Dr. William Klemm's Blame Game: How To Win It self-help book.

Klemm, a firm believer in shaping your own happiness, says the first step on the road to self-improvement is to realize when you are blaming other people or circumstances for your own shortcomings. Only then will you be able to move on to Blame Game's next four steps and learn how to free yourself from the factors that are keeping you dissatisfied with your life. These steps include moving from denial and deception, accepting responsibility, re-programming the brain to reduce the thoughts and behavior that prompt excuses and running the new program and making it work.

Klemm, a professor of Neuroscience at the College of Veterinary Medicine and Biomedical Sciences at Texas A&M University, specializes in analyzing and explaining mental processes. With the publication of his last book on memory, Thank You Brain, and seminars at various colleges on "Better Grades, Less Effort," Klemm provides answers for self-help book fans looking for direction and motivation in their lives.

When writing Blame Game, Klemm says he drew from his personal experiences as he was growing up and "learning how to take responsibility, be productive, and be happy." He relates a specific experience in graduate school that changed his entire perspective on receiving negative criticism. A strict professor constantly criticized Klemm's work despite his constant attempts to improve until one day the professor took Klemm aside and pointed out that any time his academic performance was being attacked, Klemm would make an excuse. This sparked his interest in evaluating and creating methods with which we can avoid making excuses and take active responsibility for the outcomes of our lives.

Praised by celebrity psychologist Dr. Laura Schlessinger and TV minister Dr. Robert Schuller, Blame Game urges you to love yourself and to find a lifestyle that makes you happy. Excuse making only creates obstacles to personal fulfillment and happiness. Klemm invites you to avoid these obstacles by utilizing his book as "debt relief for the high costs of making excuses."

Rebeccas Reads (1)

W. R. Klemm's new book, "Blame Game. How to Win It," is fantastic. Finally, someone who doesn't make excuses for everyone else. I was raised that you take responsibility for yourself and your actions. It is unfortunate that we live in a world where it is everyone's fault but his or hers. The book covers Klemm's 5-Steps to understand blame:

- 1stStep: Place blame where it belongs.
- 2nd Step: Move from Denial and Deception
- 3rd Step: Take Charge
- 4th Step: Re-program your Brain
- 5th Step: Run the Program

Professor Klemm points out several examples of blame. Many blame teachers for the fact that our students lack basic knowledge. I can tell you from my own experience that the blame should be on the parents, not the teachers. When I started school I could sign my name; not just printed, but in cursive. My mother taught me to write my whole name in cursive where most of my fellow students could only print their names. My mother wanted me to succeed in life so she tried to teach me more than the basics. In this day and age so many parents blame teachers when their child does not succeed. I can tell you for a fact that the parents are lazy and don't want to put that extra effort in so their children can get a leg up in society. You hear so many people make statements like "that's just the way little Tommy is." That is such a lame excuse; they're basically saying Tommy is that way because we are too lazy to correct his behavior.

People need to acknowledge that they are placing blame, instead of just accepting the problem and doing something to fix it. People need to acknowledge their responsibility and be in control of their behavior and thoughts. So many people make excuses for everything that is wrong in their lives and the world today. Bad behavior is a learned process: when you make excuses for that bad behavior you are placing blame on the wrong person. People should take a look at the Asian community; from my own experiences there I have seen adults feel bad when they do something wrong, unlike adults in the US. When a child does something wrong they are held responsible and they must accept the blame. Here in the U.S. we make excuses and try to place blame on everyone except the one it belongs to. **This is one truly enjoyable book**; it lets people like me know that there are others out there who know how to behave like adults. Take it from me that **this is one book you don't want to miss out on**; **it's a real winner**.

TCM Reviews

Non-Fiction, Self Help

Reviewed by Dr. Tami Brady

We all play the blame game. I just can't get a promotion because my boss hates me. With gas prices the way they are, I can't save any money. I was born with big bones. If my family were more supportive, I could follow my dreams.

Underneath it all, it's just excuses. Yes, we might convince ourselves that these things are true that someone else is at fault for our failings and we are merely an innocent victim of circumstance. Ultimately though, we are responsible for our own lives.

Blame Game provides a wake up call for us all. It reminds us to take ownership of our life. If we really want something, we have to work through our issues.