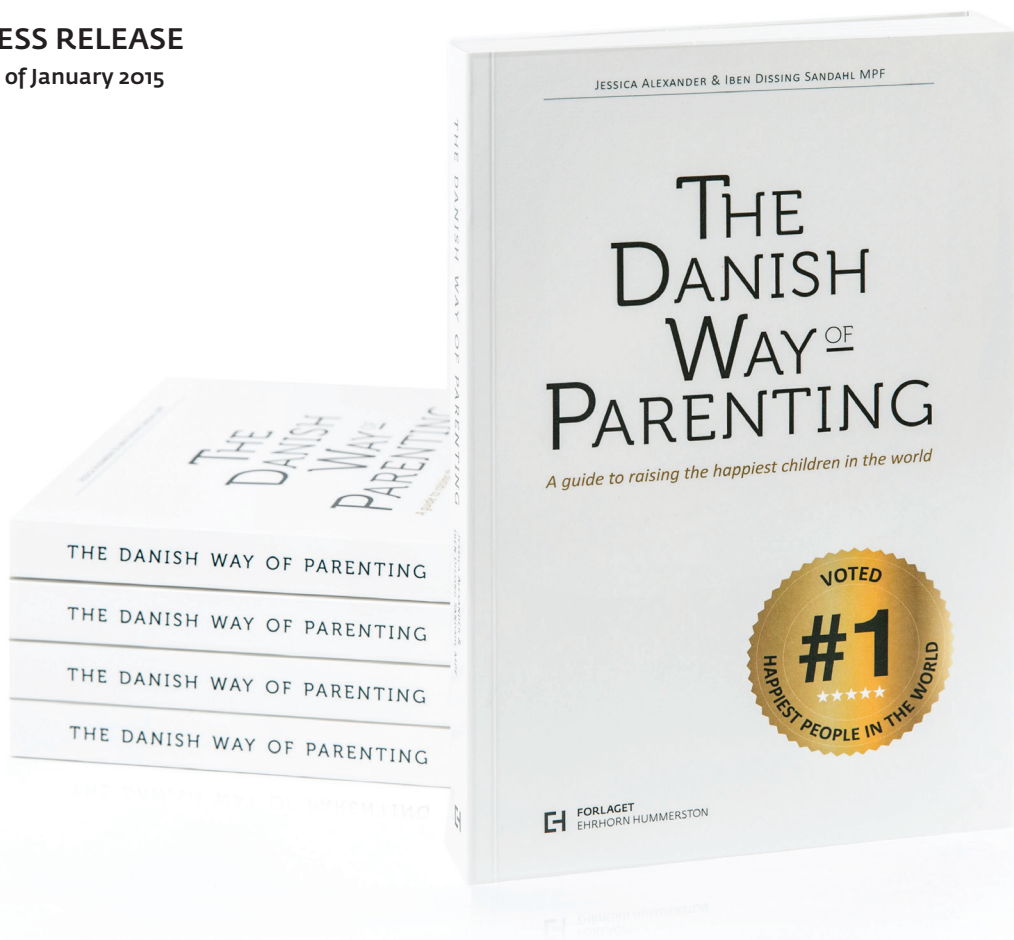


PRESS RELEASE

15th of January 2015



Forlaget Ehrhorn Hummerston presents:

The Danish Way of Parenting

A guide to raising the happiest children in the world

Denmark, a small country in the north of Europe famous for the Little Mermaid and Shakespeare's Hamlet, has cornered the market on happiness for over 40 years in a row. Repeatedly voted as one of the happiest countries in the world, it impressively holds the No. 1 spot to this day, according to the World Happiness Report.

Danish psychotherapist Iben Sandahl and American writer Jessica Alexander have uncovered what they believe is the real secret to the Danes' contentment and they reveal it in a new book. The Danish Way of Parenting simply states that the reason the Danes are so consistently voted "the happiest people in the world" is due to their upbringing. Danish parents raise happy children who grow up to be happy adults who raise their own happy children. The theory claims that by implementing any part of the Danish Way into one's own parenting practice will help them create happier, more resilient children who go on to repeat this cycle of well-being with their own children.

The book is a compelling read for parents and non-parents alike. More of a philosophy of living than just a parenting book, it takes a closer look at Danish thought and illustrates how it can help Americans achieve more life satisfaction. Touching on topics like self-authenticity, reframing and the importance of drama-free time with family or "hygge" (pronounced hooge), the book offers a fascinating mix of scientific studies, personal anecdotes and facts about Denmark. Sandahl's professional input combined with Alexander's experience of the Danish way from an American perspective lays out an insightful and thought-provoking argument.

The Danish Way of Parenting is much deeper than your average parenting book and written in a way that is accessible to everyone. Can it help Americans raise happier kids? It just might.

Title: The Danish Way of Parenting

Authors: Iben Sandahl og Jessica Alexander

Pages: 192 (14 x 21 cm)

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