



What If?: The Challenge of Self-Realization

By Eldon Taylor

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What if you awoke tomorrow with amnesia—no memory of who you are, what you like and dislike, and so on. Would you be the same person? What if, as in the movie *The Matrix*, you discovered that everything was a simulation and you were just a programmed component? What if everything you believed was false? Who would you be then?

Eldon Taylor has been researching the power of the mind for more than 25 years. He has repeatedly demonstrated the overt attempts that have been made to control your thinking. While very interesting in theory, most of us do not understand this on a personal level. It is easy to understand the concept of Mind Programming when it is occurring with someone else, but most would deny that they too are victims.

What If? is a very personal book. By using everyday situations and guiding you through numerous thought experiments, Eldon does an excellent job of peeling back the layers and revealing the dissonance in much of your thinking, beliefs, desires, and choices—contradictory beliefs held at the same time with no apparent awareness. Once you have seen your own mind with the filtered lenses removed, it is impossible to remain the same. That is why so many have praised this work as being absolutely life-changing—not just a fascinating read—but a transformational experience!

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What If?: The Challenge of Self-Realization By Eldon Taylor Bibliography

- Sales Rank: #896498 in Books
- Brand: Brand: Hay House
- Published on: 2011-03-15
- Original language: English
- Number of items: 1
- Dimensions: 8.64" h x 1.06" w x 5.58" l, .96 pounds
- Binding: Hardcover
- 288 pages

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Editorial Review

Review

"Wow-this book is a real eye-opener. . . . Eldon guides you to examine your deepest thoughts, beliefs, and desires. While his process can be challenging, I recommend that you stick with it, as it can be the catalyst for profound breakthroughs. What If? is unique, provocative, and transformational."

- Marci Shimoff, the New York Times best-selling author of *Happy for No Reason* and co-author of *Chicken Soup for the Woman's Soul*

"I simply love this book. Eldon writes in a brilliant, thought-provoking style, challenging and encouraging us to be fully present to our life's journey."

- Colette Baron-Reid, internationally renowned intuitive counselor and the best-selling author of *Messages from Spirit* and *The Map*

"Few are the authors who turn you inside out, who blow up your preconceived notions and cause you to become honest with yourself through and through. That's precisely what happens when you read *What If?* I highly recommend this book to those spiritual warriors who are un? inching in their journey to the Authentic Self."

- Dr. Michael Bernard Beckwith, founder of Agape International; author of *Spiritual Liberation*

"In a world where governments, corporations, and religious institutions compete to capture our attention and then mold our thoughts about ourselves, Eldon's keen insight into this struggle is a valuable asset for anyone desiring to rise above the fray and regain control of their own mind. The power to be confident and comfortable with oneself as an individual without blaming others brings great freedom. Well done."

- JZ Knight, author of the best-selling autobiography *A State of Mind: My Story*

"If, like Neo in the film *The Matrix*, you are ready to swallow the red pill, then consume Eldon Taylor's book *What If? The Challenge of Self-Realization* and wake up in a new reality where you'll discover truth instead of illusion Or-your choice-you can continue to take the blue pills, leave the book on the shelf, and the opportunity ends. Nothing will change. Life will go on as usual and you can believe whatever you want to believe."

- Thomas Campbell, Department of Defense and NASA consultant, physicist, and the author of *My Big TOE*

"What a perfect follow-up to Eldon's last three best-selling books-I love it! Rather than trying to convince you of the validity of thought control, Eldon peels back the layers of your own mind and helps you separate yourself and your beliefs from those foisted upon you by society. If you truly wish to do more than just give lip service to personal empowerment, this book is a must!"

- Peggy McColl, the New York Times best-selling author of *Your Destiny Switch*

"Eldon Taylor has broken the mold of most self-help writers as he tackles head-on many taboo questions. Bold, forthright, and most certainly profound, *What If? The Challenge of Self-Realization* takes the reader on a number of thought experiments to expose how much of our power we've given away. The lessons in this book are vital if you wish to experience what it is to be free to reach your highest level of self-actualization."
- Dr. Nick Begich, the author of *Controlling the Human Mind*

"Personal empowerment just took a quantum leap in this astonishing book by Eldon Taylor. *What If? The Challenge of Self-Realization* consists of a series of thought experiments that will move you out of the rigid beliefs you didn't even know you had, into a way of life that allows you to fully express your amazing uniqueness and gifts. I highly recommend it."
- Crystal Andrus, the best-selling author of *Simply . . . Woman!* and *Simply . . . EMPOWERED!*

About the Author

Eldon Taylor is the host of the popular radio show, *Provocative Enlightenment*. He is an award-winning *New York Times* best-selling author of over 300 books, as well as numerous audio and video programs. His most recent books include *Choices and Illusions*, *Mind Programming*, and *What Does That Mean?*

Eldon is also the inventor of the patented InnerTalk technology and the founder and President of Progressive Awareness Research, Inc. He has been featured as an expert in films, print, television, and radio. He has been called a "master of the mind" and has appeared as an expert witness on both hypnosis and subliminal communication.

More than 20 scientific studies have been conducted evaluating Eldon's technology and approach, all demonstrating its power and efficacy.

Eldon is listed in more than a dozen Who's Who publications including *Who's Who in Intellectuals* and *Who's Who in Science and Engineering*. He is a Fellow in the American Psychotherapy Association and an internationally sought-after speaker. His books and audio/video materials have been translated into more than a dozen languages and have sold millions worldwide.

Users Review

From reader reviews:

Patricia Sax:

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Michael Johnson:

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