

CONTENT:

PREFACE	9
INTRODUCTION	11
1. PSYCHOLOGY AND QUALITY LIFE MASTERY	13
1.1. Psychology and the power of belief - Karl Gustav Jung, Irvin Yalom, Eric Berne, Nikola Tesla, Bruce Lipton	13
1.1.1. Creator of transactional analysis, psychiatrist Eric Berne	13
1.1.2. The term and meaning of life scenario	14
1.1.3. Developmental Biologist Bruce Lipton	17
1.1.4. Wise story	18
1.1.5. Ingenious inventor, electrical technician and physicist Nikola Tesla	20
1.1.6. Existential psychiatrist, famous professor and writer Irvin David Yalom	22
1.1.7. Swiss psychologist, psychoanalyst and psychiatrist Carl Gustav Jung.....	24
1.1.8. Breathing techniques as an approach to the subconscious	26
1.2. A Key Misconception.....	27
1.3. Happiness can be learned	28
1.4. Major Mind Traps and Misconceptions About Happiness	30
1.5. Why are our expectations wrong?.....	31
1.6. How to become happier by learning and applying psychological sciences?.....	32
1.6.1. What is the "good life"?	33
1.7. How can we overcome limiting prejudices and myths?.....	34
1.8. Measurement of character strengths that mark an individual's character.....	36
1.9. Turning success and happiness strategies into everyday practice	36
1.10. Mindfulness (practicing presence) as a response to stress.....	39
2. MODERN TECHNIQUES FOR CHANGING BELIEFS	41
2.1. Importance and application of techniques	41
2.2. Energy chakras	43
2.3. Theta Healing® technique	47
2.3.1. Genetics	51
2.4. Neurolinguistic programming.....	53
2.5. Timeline healing technique	60
2.6. Reiki.....	64
2.7. Eft.....	65
2.8. Yoga.....	73
2.9. From a psychologist's point of view - Jasna Dragišić, psychologist	74
2.9.1. How our beliefs affect work and us - ego states	74
2.9.2. Contamination	77
2.10. Experiences of others applying the techniques.....	81
2.10.1. Testimonial and experience after applying the Theta technique.....	81
2.10.2. Experiences and benefits of the emotional freedom technique - Sanja Ivanović	82
2.10.3. Experiences after practicing yoga.....	86
2.10.4. Experience of applying reiki and theta technique - Mirjana Bugarčić.....	87
2.10.5. Regression and regression therapy - benefits - Dr. Veroslava Stanković	90

3.	DEVELOPMENT THROUGH MIND REPROGRAMMING.....	98
3.1.	How to be the best version of yourself and develop a winning mindset.....	98
3.2.	Mental maps and filters	101
3.3.	Useful NLP beliefs	104
3.4.	The power of observation.....	105
3.4.1.	The secret ingredient of non-verbal communication.....	105
3.5.	Alignment with others	107
3.6.	Primary presentation system	111
3.6.1.	Your dominant representational system	112
3.7.	Reframing technique for changing perception.....	115
3.8.	Patterns of the Hypnotic Techniques of Milton H.Erickson and the Circle of Excellence.....	116
3.9.	Secrets of master presenters (4MAT model)	120
3.10.	Differences between desires and goals; Setting goals in accordance with purpose and personal values (neuro-logical levels).....	122
3.11.	Walt Disney's Creative and Goal Setting Strategy	125
4.	TRANSACTIONAL ANALYSIS FOR GREATER RESULTS AND PROGRESS IN SOCIAL INTERACTION AND RELATIONSHIPS	128
4.1.	Four basic life positions.....	128
4.2.	We can change ourselves	130
4.3.	What is Transactional Analysis?.....	131
4.4.	Transaction analysis for better comprehension.....	132
4.5.	How we differ	136
4.6.	Vulnerability	136
4.7.	Injunctions	139
4.7.1.	New decisions and a new life scenario	141
4.8.	Conscious and unconscious games	141
4.9.	How to build successful interaction and relationships.....	143
5.	MARKETING, PSYCHOLOGY AND MANAGEMENT THROUGH CREATIVITY AND SUCCESS.....	153
5.1.	Marketing and marketing development	153
5.2.	Management and its emergence.....	157
5.2.1.	Managers	159
5.2.2.	Management through theoretical approach	161
5.3.	The company as a system and environment	167
5.4.	The human being in the center of marketing management	169
5.4.1.	Freud's psychoanalytical theory of personality	171
5.5.	Marketing and management psychology	175
5.6.	Company's success through modern leadership.....	176
5.7.	Individuals and consumers, their needs, market and target groups research	181
5.8.	4P Strategy.....	184
5.9.	Quality, truth and passion as the basis of success.....	187
5.10.	Promotion, promotional mix and other types of promotion.....	188
5.11.	Importance of digital marketing and modern trends.....	191
5.12.	New psychology techniques in marketing and management	201
5.12.1.	ESTH Managers	204
5.13.	External and internal factors that affect people and consumers through human resource management.....	205

5.14. Summary of the external and internal marketing management system through
the individual satisfaction as a synonym for the company's success.....208

REFERENCE213