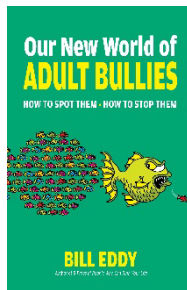


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FOR IMMEDIATE RELEASE

## **Bullies Aren't Evil; They're Ancient and Very Predictable, Expert Says**



SAN DIEGO, Calif., June 11, 2024 — Adult bullies seem to be everywhere in today's world — in families, businesses, communities, online, and even in politics and between nations. It's easy to dismiss bullies as jerks, hateful or evil, but only by understanding how their personalities work can people effectively intervene with adult bullying behavior.

In *Our New World of Adult Bullies: How to Spot Them, How to Stop Them*, Bill Eddy — therapist, lawyer, mediator and personality expert — explains how bullies manipulate others beneath their conscious awareness by using primitive emotional powers to immobilize victims with blame and shame or mobilize victims against the bully's other targets. But this drive to dominate others plus the lack of internal brakes don't make a bully unstoppable. Eddy provides a six-step strategy for overcoming a bully's powers by:

- Recognizing a bully's pattern
- Pulling the plug on a bully's behavior
- Setting limits
- Imposing consequences
- Educating others
- Standing with others

"I wrote this book because today's adult bullies use primitive emotional powers to activate fear, rage and loyalty within us without our awareness," Eddy explained. "But

once you know about these powers, you'll realize they are hidden in plain sight, and you can avoid them or become less susceptible to them.”

Through knowing a bully's predictable personality-based pattern of aggressive behavior and learning to be strategic instead of judgmental, readers can build confidence and gain allies to help decrease bullying behavior.

### **About the Author**



Bill Eddy is Chief Innovation Officer of the High Conflict Institute based in San Diego, California. He trains lawyers, judges, mediators, and therapists throughout the United States and a dozen other countries in managing high-conflict family, workplace and legal disputes. He is the author of over 20 books and manuals and has a popular blog on PsychologyToday.com.

*Our New World of Adult Bullies: How to Spot Them, How to Stop Them*

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### **Media Questions for**

#### ***Our New World of Adult Bullies***

1. You recently wrote your book, *Our New World of Adult Bullies*. Could you tell us what it's about?
2. What inspired you to write this book?
3. You are a therapist, lawyer, and mediator. How did you get into the study of bullies?
4. You say our current culture is producing more bullies. Why is that?
5. You say that our current society is launching bullies into the center of our culture. How and why is this happening? And why now?
6. You list ten hidden powers of bullies in your book. What are some of the ten and how do you spot them?

7. You say in the book that all of these hidden powers are primitive emotional powers or PEP or the PEP formula. What do you mean by primitive emotional powers? What is the PEP formula?
8. One of these primitive emotional powers you describe as the Bully's Story or BS. You say it always has three parts. What are these parts and why is this so powerful?
9. You say that all bullies, no matter where they are in society, use the same hidden powers. Can you give us some examples? For example, how would a bully committing domestic violence be similar to a nation's dictator who wants to invade a neighboring country?
10. Is there hope for the future in this New World of Adult Bullies?