

PRESS RELEASE

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HAPPINESS

Lessons from a New Science

BY RICHARD LAYARD

Published in paperback by Penguin, 18th April 2011, £9.99

NEW EDITION: FULLY REVISED AND UPDATED

'Unorthodox, devastatingly straightforward and more provocative of actual thought than 90% of books said to be "thought-provoking". If happiness isn't a political issue, what's the point of politics?'

Andrew Marr

Much has changed since Richard Layard's ground-breaking first edition of HAPPINESS in 2005. On the one hand, the interest in well-being has ballooned. Happiness is in the news constantly with both David Cameron and Nicolas Sarkozy aiming to make happiness the rival to GDP. On the other hand, there is a fierce intellectual debate over happiness, and there are many sceptics.

In this new edition of his landmark book, Richard Layard answers his critics and addresses the key questions: Why is happiness so important? Can happiness be measured? Is happiness the business of government? He shows that there is a paradox at the heart of our lives. Most people want more income. Yet as societies become richer, they do not become happier.

The first edition of Happiness has sold over 125k copies worldwide and has been translated into 20 languages. The new edition is being launched at the RSA on Monday 18th April at 1pm by Richard Layard in conversation with Andrew Marr.

(On **12 April 2011** Richard Layard, alongside Geoff Mulgan and Anthony Seldon, launched 'Action for Happiness', a new mass movement to create a happier society. For more information visit: <http://www.actionforhappiness.org/>).

Richard Layard is a leading economist who believes that the happiness of society does not necessarily equate to its income. He is best known for his work on unemployment and inequality, which provided the intellectual basis for Britain's improved unemployment policies. He founded the Centre for Economic Performance at the London School of Economics, and since 2000 he has been a member of the House of Lords. His research into the subject of happiness brings together findings from such diverse areas as psychology, neuroscience, economics, sociology and philosophy.

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