

"If you're tired of agreeing to annoying asks and thankless tasks, read this book. *The Power of Saying No* offers the smartest advice I've ever encountered for declining requests without risking your reputation or your relationships. This essential guide will sharpen your mind and steel your spine to live life on your own terms."  
—Daniel H. Pink, #1 *New York Times* bestselling author of *The Power of Regret*, *Drive*, and *To Sell Is Human*

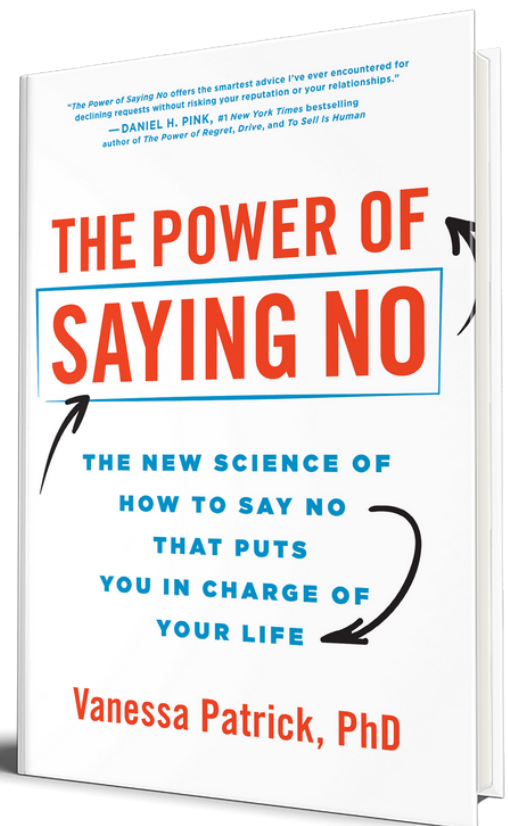
# Stop saying yes. Start saying no. Change your life!

In *The Power of Saying No*, award-winning professor and researcher Vanessa Patrick delves into the new science of saying no. She introduces the ground-breaking concept of “empowered refusal”—a proven framework for saying no that puts you in charge of your life—and reveals some surprising secrets about the power of the word no.

Dr. Patrick shares:

- Why empowered refusal is a valuable superskill that helps us say no in a way that does not invite pushback from others.
- The toolkit of three competencies you need to develop to effectively communicate an empowered no response.
- A framework to help separate the “good-for-me” from the “not-good-for-me” activities and engagements that come our way.
- How to establish and implement personal policies that empower your refusal.
- How to use empowered refusal to manage difficult askers, strengthen your relationships and realize your full potential.

It's more important than ever to protect your time, focus on your top priorities, and use the power of saying no to reach your goals at work and at home. Empowered refusal is a unique, positive, and meaning-filled approach to managing your energy and ambition effectively, allowing you to make lasting, positive changes in your life.



"*The Power of Saying No* will stay within arm's reach for me. It offers the explanations and the inspirations I need to take charge of my life and career, with concrete tools to make it happen. I was able to put Vanessa Patrick's lessons to work the day I started reading the book and have continued every day since. Read this book. Twice."  
—Dolly Chugh, author of *The Person You Mean to Be* and *A More Just Future*, Jacob B. Melnick Term Professor at the NYU Stern School of Business



**Vanessa Patrick, PhD.** is the Associate Dean for Research, Executive Director of Doctoral Programs (PhD and DBA), a Bauer Professor of Marketing and lead faculty of the Executive Women in Leadership Program at the Bauer School of Business at the University of Houston.

She has been recognized with a number of awards for both scholarship and teaching, including the LeRoy and Lucille Melcher Faculty Excellence award from the Bauer College of Business for Research Excellence (2011), Service Excellence (2016) and Teaching Excellence (2018). In 2012, she was named one of the top 50 most productive marketing scholars worldwide by the DocSig of the American Marketing Association. She was appointed as a Fulbright Specialist (2019-24) by the U.S. Department of State Bureau of Educational and Cultural Affairs. She served in this role by visiting the Institut Teknologi Bandung in Indonesia in November 2022.

She is a regular speaker at both academic and practitioner conferences, including the Association of Consumer Research Conference, the Society of Consumer Psychology conference, the Greater Houston Women's Chamber of Commerce annual conference, the NAWMBA Annual Gender Diversity Conference and the UH Women of Color Coalition.

She is a prominent scholar in her field and serves on editorial and policy boards of leading academic journals. She is currently an Associate Editor for the *Journal of Marketing Research* and the *Journal of Marketing*. Visit her at [vanessapattick.net](http://vanessapattick.net).

**"*The Power of Saying No* is a life-changing book. You can set boundaries without damaging your relationships, and Vanessa Patrick shows you how to do it." — Jonah Berger, bestselling author of *Contagious* and *The Catalyst***

**"This persuasive book will set readers on the path to self-awareness and empowerment." — *Booklist***

**"Saying 'no' can be empowering, but you should say 'yes' to this book! Vanessa shares wise, practical tips for setting boundaries and living life with conviction, so you can spend more time on what matters and spend less time on what doesn't." — Laura Vanderkam, author of *Tranquility by Tuesday* and *168 Hours***

**"Saying no is a superpower, and it can be yours when you read Vanessa Patrick's paradigm-shifting book. If you want to learn how to say no so you can say yes to your life, pick up this book and read it."  
— Whitney Johnson, *Wall Street Journal* and *USA Today* bestselling author of *Smart Growth***