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Contact: Kat Paterno

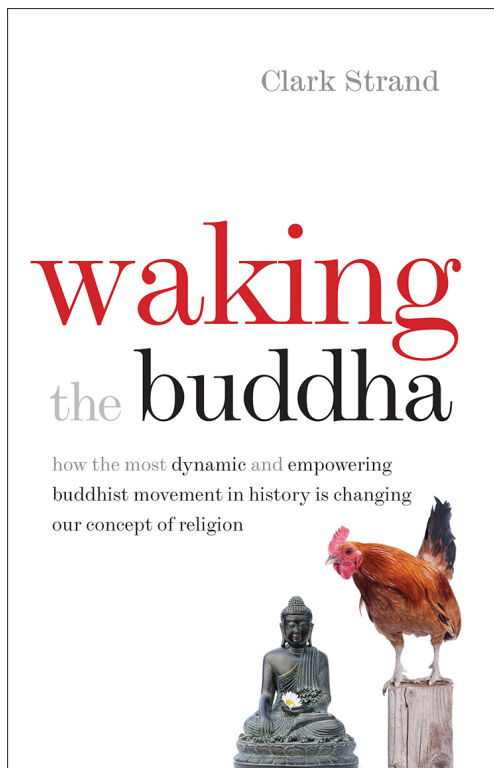
310.309.3247

kpaterno@sgi-usa.org



Is the Buddha Sleeping on the Job?

(SANTA MONICA, CA) Is there more to Buddhism than sitting in silent meditation? Is modern Buddhism relevant to the problems of daily life? Does it empower individuals to transform their lives? Or has Buddhism become too detached, so still and quiet that the Buddha has fallen asleep?



Waking the Buddha tells the story of the Soka Gakkai International, the largest, most dynamic Buddhist movement in the world today—and one that is waking up and shaking up Buddhism so it can really work in ordinary people’s lives.

Clark Strand, a former Zen monk with hundreds of followers, had grown disillusioned with Buddhism because it never seemed to make a lasting difference in his students’ lives. They’d come to retreats and feel better but would soon find themselves mired in the same difficulties as before. Then he discovered the SGI.

“It was unlike any Buddhist group I had ever encountered,” he says. “Its meetings were democratic and based on communication rather than meditation. And the goal of the practice was as grounded as they came. Members were encouraged to use Buddhist practice to tackle the immediate problems of daily life.”

Waking the Buddha tells the story of the struggles and triumphs of the Soka Gakkai’s three founding presidents—individuals who staked their lives on the teachings of the Lotus Sutra . . . and on the extraordinary power of those teachings to help people

become happy. These three men dared to revolutionize Buddhism by restoring it to its true purpose: to help people transform their lives and the world they live in. The result is a uniquely relevant form of Buddhism—one that “just makes sense” to the modern mind and is ready to meet the challenges of a global age.

What makes the SGI unique in modern Buddhism? How could it have grown in less than a century from a small Buddhist organization originally comprising only Japanese teachers and educators into a global movement with more than 12 million members? What aspects of the

SGI's culture would other religious groups have to adopt or develop if they wanted to move forward as this movement has done? *Waking the Buddha* answers these and many other questions in a book that places the SGI at the leading edge of religion in the 21st century.

Author Bio

Clark Strand is a spiritual writer and former Zen Buddhist monk who previously served as senior editor of the magazine *Tricycle: The Buddhist Review*. He is the author of the books *How to Believe in God: Whether You Believe in Religion or Not* and *Meditation Without Gurus* as well as countless groundbreaking articles. He has founded and led spiritual study groups, taught workshops and retreats, lectured at colleges and universities, and spoken at some of the largest Buddhist gatherings ever held in America. He lives in Woodstock, New York.

Promotional Plans

\$50,000 marketing budget. Author tour to New York, Boston, Chicago, San Francisco and Los Angeles Advertising in *Tricycle: The Buddhist Review* and *Living Buddhism*. Dedicated web page, wakingthebuddha.org.

Specs

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