



FOR IMMEDIATE RELEASE

New Book by Wellness Industry Veteran Dr. Seth Serxner Distills 30 Years of Expertise into Actionable Wellbeing Approaches

HALF MOON BAY, CALIFORNIA—June 4, 2025

Modern Wisdom Press is proud to announce the launch of *The Wellbeing Effect: Bitesize Practices for Busy People to Lead Happier, Healthier Lives* by Seth Serxner, PhD, MPH—available now at major online retailers and bookstores.

Dr. Serxner, one of the most respected voices in organizational health and wellbeing, offers a science-backed, real-world toolkit to help individuals take meaningful steps toward lasting health improvements. Drawing on three decades of academic and corporate leadership, including roles at StayWell and as Chief Health Officer at a leading national health services firm, Serxner distills complex research into accessible, personalized practices.

"*The Wellbeing Effect* is a highly recommended, refreshing retake on the dime-a-dozen self-help book," writes industry insider Laura Putnam, author of *Workplace Wellness That Works: 10 Steps to Infuse Wellbeing and Vitality into Any Organization*. "In his book, rooted in science and drawing on his years as an industry thought leader, Serxner serves up a substantive and meaningful guide on how to live one's best life."

Whether you lead wellness programs, or want to infuse your team or organization with inspiring wellbeing concepts employees will embrace, this book provides:

- Practical concepts for personalizing wellbeing in diverse populations
- Insights on behavior change that actually stick
- A bridge between wellness initiatives and individual empowerment
- Tools to support employees without adding to their overload

Dr. Serxner's work is grounded in decades of scholarship and practice, with over 50 published articles and chapters, and a track record of helping companies move the needle on wellbeing outcomes.

For more about the book, visit: <https://www.amazon.com/dp/b0f99z6xst>

For speaking inquiries:

Contact: Dr. Seth Serxner

Cell: 650-281-9500

Email: seth.serxner@gmail.com

Website: www.sethserxner.com

###



"Seth Serxner reminds us that wellbeing isn't a checklist—it's a living, evolving practice built on small steps, interconnected ideas, and habits that feed into one another."
STEPHANIE SZOSTAK, Actor and Author of *SELFISH: Step Into a Journey of Self-Discovery to Revive Confidence, Joy, and Meaning*

The Wellbeing Effect



**Bite-Sized Practices
for Busy People to Lead
Happier, Healthier Lives**

DR. SETH SERXNER

Your Go-To Guide for Enjoying Life Through Healthier Habits

Do you feel bombarded by social media, family, friends, or healthcare providers telling you to get healthy and change your lifestyle so you can live your best life? You're busy, so it's easy to put off healthy habits and even harder to know where to start.

Look no further! In this book, you'll discover a no-pressure, straightforward sampler of wellbeing approaches to embrace a healthier lifestyle starting today. With more than 40 years of academic and practical experience working in corporate health and wellbeing, Dr. Seth Serxner distills his scientific expertise into commonsense practices you can fit into your everyday life.

Whether you've tried to make healthy changes that haven't stuck, or you're overwhelmed by how to fit healthier habits into your already busy life, *The Wellbeing Effect* will help you...

- **UNDERSTAND** which simple wellbeing approaches best support your goals
- **LEARN** the secret to making lasting change that leads to a happier, healthier life
- **IMPLEMENT** straightforward health hacks into your daily routine
- **DEVELOP** a wellbeing mindset that will change your entire outlook on life
- **EXPERIENCE** more joy and fulfillment with your purpose



Dr. Seth Serxner brings three decades of experience in academia, industry, and consulting to his understanding of health and wellbeing. Through his ability to translate the science of wellbeing into an easy-to-understand language and practices, Seth has published over 20 articles and helped hundreds of companies and their employees live happier, healthier lives.

Mind/Body & Health \$14.95
ISBN 978-1-951692-51-3 51495 >

9 781951 692513

