



FranklinCovey

The 7 Habits of Highly Effective Teens Re-Launches: Sean Covey Updates International Bestseller for Digital Age

June 25, 2014

7 Habits for Teens book features new introduction by author, Sean Covey

“Unlike my book on the 7 Habits, this book by my son Sean speaks directly to teens (and, Sean, I never thought you listened to a word I said). As prejudiced as this may sound, this is a remarkable book, a must-read!”

—Dr. STEPHEN R. COVEY (1932-2012), author of the #1 *New York Times* bestseller *The 7 Habits of Highly Effective People* and cofounder of Franklin Covey

“Teens face many challenging issues, and it’s great that *7 Habits* is now available to help direct them toward positive living.”

—MICHAEL PHELPS, 22-time Olympic medalist and founder of the Michael Phelps Foundation

“‘Like father, like son’ may be a cliché, but Sean has proved it to be true....Sean’s *7 Habits* is a book every teenager should read and emulate.”

—ARUN GANDHI, president, Gandhi Worldwide Education Institute

NEW YORK & SALT LAKE CITY--(BUSINESS WIRE)--Jun. 25, 2014-- [Touchstone](#), in partnership with [Franklin Covey Co.](#) (NYSE:FC), today announced the re-launch of the international bestseller, [THE 7 HABITS OF HIGHLY EFFECTIVE TEENS](#) by bestselling author, [Sean Covey](#) (Touchstone; May 27, 2014; \$16.99; Paperback; ISBN 978-1-4767-6466-5).



The 7 Habits of Highly Effective Teens by Sean Covey (Photo: Business Wire)

(To book an interview with Sean Covey for his July 23 radio tour, contact Kristin Clifford, 212-593-5827, kristin.clifford@finnpartners.com)

THE 7 HABITS OF HIGHLY EFFECTIVE TEENS is now redesigned and updated for the digital age. First published in 1998, the book has sold more

than five million copies and has become a classic for young people throughout the world. It is the ultimate how-to guide for surviving and thriving as a teen and beyond — an indispensable resource not only for teens, but also for parents, grandparents, and anyone who influences young people. Additionally, the book has now been updated to address the unique challenges of living in the digital age.

Being a teenager can be difficult, but it can also be a fun and rewarding time with the practice of just a few simple habits. In **THE 7 HABITS OF HIGHLY EFFECTIVE TEENS**, Covey applies the timeless principles of [THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE](#), written by his late father, the renowned, bestselling author, Stephen Covey. (That book celebrates its 25th anniversary this year, having sold more than 25 million copies worldwide in 52 languages.) In **THE 7 HABITS OF HIGHLY EFFECTIVE TEENS**, Covey relates the *7 Habits* to teens and to the difficult issues and life-changing decisions they face each day.

In plain, easy-to-understand language, Covey provides a step-by-step guide to help teens:

- Improve their self-image
- Build friendships
- Resist peer pressure
- Get along with their parents
- Achieve their goals

Additionally, the book is filled with clever illustrations, ingenious solutions to everyday problems, great quotes and incredible stories about teens from all over the world. Covey teaches young people the steps to develop a “can-do” attitude and a winning blueprint for life. He stresses the importance of private victories—how to shatter self-limiting perceptions, forgive past mistakes (and those made by parents, teachers and friends) and how to achieve positive, lasting change “from the inside-out.”

The book tackles issues that most concern today’s youth—including:

- How to stay fit and healthy without buying into the idea that appearance is everything
- How to avoid or break addictions and achieve natural highs
- How to make smart decisions about dating and sex
- How to develop brain power beyond the classroom

Supplemented with helpful charts and checklists, creative exercises and action plans, ***THE 7 HABITS OF HIGHLY EFFECTIVE TEENS*** also includes an appendix, which features a comprehensive list of resources and websites to help teens in times of confusion or crisis.

When ***THE 7 HABITS OF HIGHLY EFFECTIVE TEENS*** was first written, the Internet was still in its infancy and social media did not yet exist. In today's world, technology is central in teens' lives. From juggling the demands of social media to combating cyber-bullying, Covey gives teens the tools they need to overcome these common obstacles and live life with humor, resilience and personal accountability, as a teen and beyond.

ABOUT SEAN COVEY: Author, speaker, innovator, and senior executive, Sean Covey works at Franklin Covey, where he directs the innovations, international partnerships and educational initiatives. Sean graduated with honors from Brigham Young University with a degree in English and later earned his MBA from Harvard Business School. He has written several books, including the bestseller *The 7 Habits of Happy Kids*.

Also available in May 2014, ***THE 7 HABITS OF HIGHLY EFFECTIVE TEENS PERSONAL WORKBOOK*** provides fun, supplementary activities and interactive, positive exercises to help readers more deeply understand and apply the power of the *7 Habits* (**Touchstone; May 27, 2014; \$16.99; Paperback; ISBN 978-1-4767-6468-9**).

About Touchstone

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