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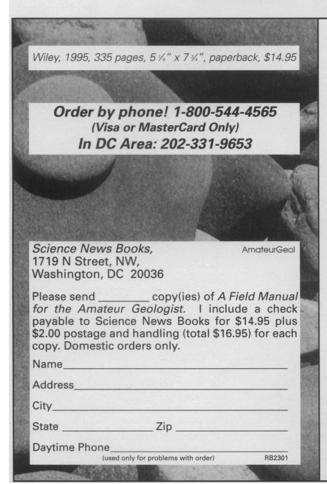
Tenry David Thoreau once observed "Many men go fishing all their lives without knowing that it is not fish they are after." In his new book, Pavlov's Trout: The Incompleat Psychology of Everyday Fishing, psychologist and outdoor writer Paul Quinnett takes an entertaining and illuminating look at just what it is people go fishing for. And, as Quinnett relates, the fish landed is indeed secondary to the challenge, optimism, excitement and freedom which the pursuit embodies. "It is better to fish hopefully than to catch fish," he observes. "Some young anglers might disagree, but no old fisherman would. Fishing is hope experienced."

But Pavlov's Trout is far more than a paean to the joys of fishing. It is the first real exploration of psychology of fishing, and Quinnett examines the mysteries of the sport through the microscope of modern psychology. Various chapters

explain such phenomena as what motivates fishermen, why some fishermen seem compelled to lie about their catch, "fishaholism," why fishermen spit on their bait, and how any innocent child can be positively addicted to a sport with so many rewards. Written with humor and insight, Pavlov's Trout is a delightful and informative book for anyone who enjoys fishing - or merely wonders at the primal pleasure of the sport.

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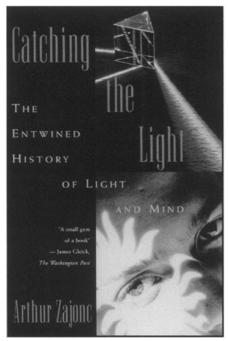
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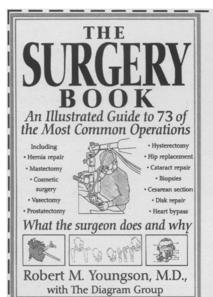
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