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ABSTRACT: This is an expanded, annotated bibliography of the work of the late Barbara Branden, who was Ayn Rand's first biographer, and who made many contributions to the early Objectivist literature.

The three cardinal values of the Objectivist ethics are reason, purpose, and self-esteem. Ayn Rand, in her novel *Atlas Shrugged* and her subsequent nonfiction writings on ethics, explained and showed that reason, purpose, and self-esteem were moral. Two of her greatest followers translated two of these into practical terms.

The psychologist Nathaniel Branden, in a long series of books commencing with *The Psychology of Self-Esteem* (Nash, 1969), showed us that self-esteem is eminently practical. It is doable, achievable. And he gave us numerous do-it-yourself tools with which to bring our self-esteem into fuller bloom. Some of his earliest thoughts connecting philosophy and self-esteem are now available in *The Vision of Ayn Rand: The Basic Principles of Objectivism* (Gilbert, Arizona: Cobden Press, 2009).

The late Barbara Branden, who passed away on 11 December 2013, wrote and spoke on numerous cultural and philosophical topics, as the following

bibliographic entries will illustrate. However, a major thrust of her efforts was on reason, or thinking. In her lectures on “Principles of Efficient Thinking,” and in a number of later lectures, she showed us that reason—our means of survival—is also very practical. In area after area of our lives, for both problem solving and creative thinking, she explained how to “think as if your life depended on it, because it does.”

There has been no similar grand master of purposeful action in the Objectivist movement, but I enthusiastically recommend the lecture course by Brian Tracy on “Personal Success,” as well as his booklet “The Life Planning Process.” It is clear that he has taken to heart much of Aristotle’s ethics and Nathaniel Branden’s writings on self-esteem.

Books, Essays, Reviews, Interviews in Print

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com/products-page/principles-of-efficient-thinking/the-principles-of-efficient-thinking-by-barbara-branden-lectures-1-10-complete-series-mp3/#sthash.fCUdexRd.dpuf.

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