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**FOR IMMEDIATE RELEASE**

***The Happiness Experiment Hits the USA Today Bestseller List!***

July 16th, 2025 (Austin, TX): *The Happiness Experiment: A Revolutionary Way to Increase Happiness* by Carl B. Barney (Greenleaf Book Group Press) debuted at #14 on the *USA Today* bestseller list this week. <https://www.usatoday.com/booklist>

After a terrifying brush with death, entrepreneur and philanthropist Carl Barney created the innovative idea of “pre-quests” or Happiness Grants—inheritances provided to the grantees while the grantor was still alive. When he decided to give these grants to twenty friends, the Happiness Experiment was born. The experiment provided a deeply meaningful and fulfilling way for Carl Barney to use his wealth to enhance his own life and the lives of those he cared about. And now he shows how you can do this too.

Carl B. Barney is a successful educational entrepreneur and philanthropist known for his commitment to advancing rational philosophy. He is an autodidact, a self-taught, lifelong learner in a range of subjects focusing on philosophy, psychology, and management. In 2014, he founded the Prometheus Foundation, which promotes rational philosophy and helps others discover and benefit from the principles that have shaped his success. He has served on the boards of several influential organizations, including the Ayn Rand Institute, the Clemson Institute for the Study of Capitalism, and the Cato Institute.

**About Greenleaf Book Group:**

Greenleaf Book Group is a publisher and distributor best known for its innovative business model, distribution power and award-winning designs. Named one of the fastest-growing companies in the United States by *Inc. magazine*, it has represented more than 4,600 titles, including over 60 that have hit *The New York Times*, *The Wall Street Journal* or *USA Today* Best Seller lists. You can learn more about Greenleaf at [www.greenleafbookgroup.com](http://www.greenleafbookgroup.com).

**For more information or to schedule an interview with CEO Tanya Hall, contact Eleanor Fishbourne at [efishbourne@greenleafbookgroup.com](mailto:efishbourne@greenleafbookgroup.com) or 512-891-6100.**