PRESS OVERVIEW

Physician and Author Dr. Charles F. Glassman Introduces

The Brain That Cried Wolf

Why Fear Is a Liar and How to Stop Believing It

For more than thirty years, Dr. Charles F. Glassman has asked the same question in his medical practice: why do ordinary circumstances feel dangerous to so many people? His answer, built from medicine, psychology, and decades in the exam room, is that most of what we call fear today has nothing to do with real danger.

In his forthcoming book, *The Brain That Cried Wolf: Why Fear Is a Liar and How to Stop Believing It*, coming in January 2027, Dr. Glassman lays out a distinction he's been teaching patients for years: the Automatic Brain (AB), an ancient danger-detection system, and the Mind, our capacity for awareness, discernment, and choice. An uncertain conversation, ambiguity at work, tension with a spouse—none of these are real threats, yet they can trigger the same fight-or-flight chemistry that once helped us respond to predators. The fear that results doesn't go away. It changes shape, influencing decisions, relationships, and health without us realizing it.

Dr. Glassman draws on more than thirty years in medicine, including his experience as one of the first dozen physicians in the United States to establish what is now called a concierge medical practice in 2002. He has since worked in longevity and preventive medicine, while continuing to observe how people actually behave under stress. He explains how the Automatic Brain drives anxiety, control, perfectionism, conflict, self-sabotage, and insecurity, and how the Mind can catch a false alarm before it takes over.

> *"In my medical career, I kept seeing the same thing," Glassman says. "People were suffering. Most of the time it had nothing to do with a diagnosis. It was reflex, plain and simple. Their lives were being run by an alarm system built for a different era. Once you see that, things start to change."*

The Brain That Cried Wolf builds on ideas Dr. Glassman first introduced in his earlier book, *Brain Drain*. It gives readers a way to recognize when fear is reflex rather than information, understand why harmless situations set off the same fight-or-flight response as real danger, interrupt cycles of chronic stress, and live from awareness instead of fear.

Through examples from his own practice and everyday life, Dr. Glassman lays out a framework designed to open a broader conversation about fear, behavior, health, and the choices we make without realizing why.

A dedicated book page and two free sample chapters are available at
CharlesGlassmanMD.com/the-brain-that-cried-wolf

The Brain That Cried Wolf is currently being shared with select podcasters, editors, and media.

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ABOUT DR. CHARLES F. GLASSMAN

Charles F. Glassman, MD, is a physician, author, and creator of the CoachMD platform, where he explores the intersection of medicine, human behavior, and the deeper forces that shape how people think, feel, and act. One of the first physicians in the United States to establish a concierge medical practice, he now consults in longevity research and serves as an associate medical director for a life and disability insurance company. His work reaches hundreds of thousands of readers and listeners across digital platforms.