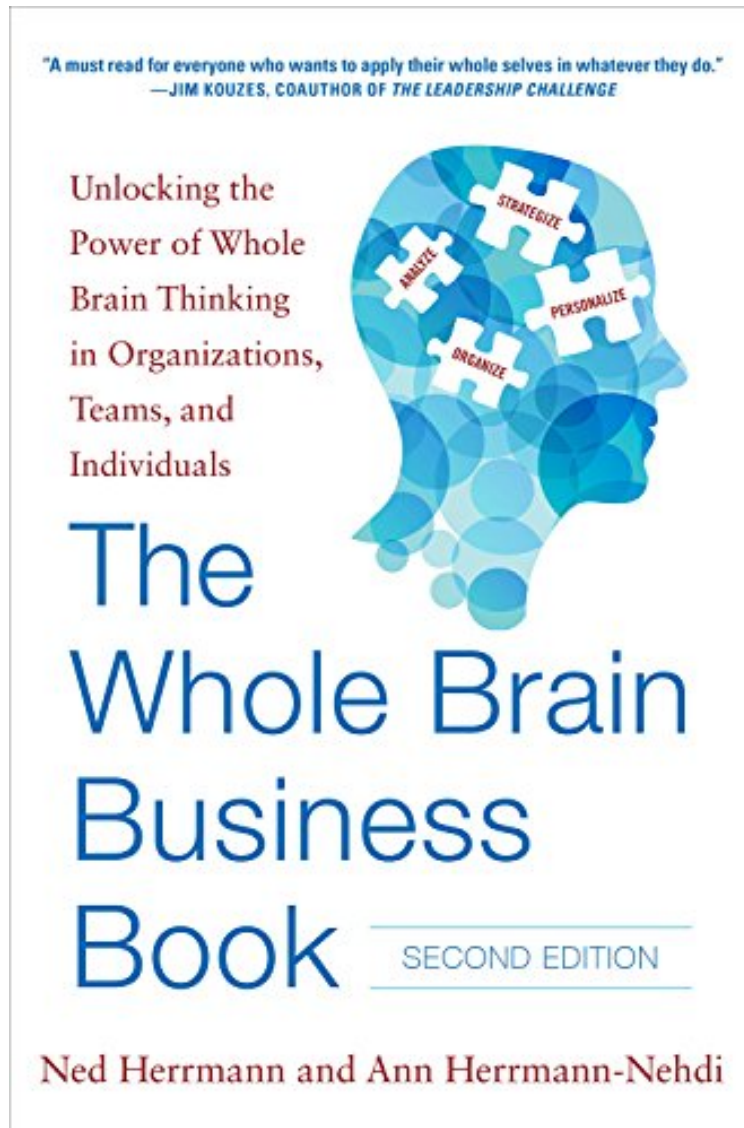


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The Whole Brain Business Book, Second Edition: Unlocking the Power of Whole Brain Thinking in Organizations, Teams, and Individuals

Ned Herrmann, Ann Herrmann-Nehdi
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The long-awaited update of the classic guide to outperforming the competition using Herrmann International's trademark Whole Brain Methodology Packed with new research, updated examples, and more actionable content, The Whole Brain Business Book outlines four basic thinking styles--administrator, talker, problem-solver, dreamer--corresponding to the four quadrants of the brain and explains that many are dominated by only one quadrant. By getting out of the "brain rut" and channeling all four quadrants, business people and organizations can become more flexible, creative, and competitive. Herrmann-Nehdi uses her extensive research and experience working with her father and expert practitioners across the globe to highlight new research developments, replace outdated information, incorporate new stories and real-world examples while building on the core applications of The Whole Brain Business Book.

"Ned Herrmann and Ann Herrmann-Nehdi know more about the brain than anyone. nbsp;If you wantnbsp;to function better, this is a must read." -- Ken Blanchard Co-author of The One Minute Manager"Whether you're new to the Whole Brain model, or ready for a 21st century update to the classic volume, this book is a must-read for anyone with a brain. You will learn how your mind works, how to improve and expand your thinking style, and how to better understand and communicate with the brains around you."-- Daniel H. Pink Author of Drive and A Whole New Mind"This book delivers on two capabilities that leaders at every level should have. First, to truly know that we all actually process the world differently. And second, to start to really think about thinking itself."-- David Rock Author of Your Brain at Work"We know that being innovative requires a Whole Brainreg; process and team. We also know that we live in a 'whole-brained' world. Whether you want to work smarter or appeal to a broad audience, you have to first understand how different people think."-- Shannon Loftis General Manager, Redmond Games Publishing at Microsoft"I have been in leadership and consulting roles for almost 45 years. The Whole Brain Business Book took me to a new place for the first time in over 20 years. The clients I work with create completely new mindsets as a result of exposure to this approach."-- Mike Packard Former Executive Vice President, LensCrafters Founder and CEO, TransCat ConsultingAbout the AuthorAnn Herrmann-Nehdi is the CEO of Herrmann International and has worked with many hundreds of organizations around the world, helping them leverage their cognitive diversity and increase their thinking agility to improve profitability, leadership, productivity, innovation and overall business results. She has been featured in Business News Daily, Chief Executive Magazine, Chief Learning Officer Magazine, HR Executive Magazine, Investor's Business Daily, Management Today, T+D Magazine, Training Journal, and O The Oprah Magazine, among others, and has contributed chapters to many books on the topic of Whole Brainreg; Thinking and Learning. A sought-after, powerful speaker, she has delivered hundreds of featured keynotes and programs for domestic and international groups.