



# **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working with her father and expert practitioners across the globe to highlight new research developments, replace outdated information, incorporate new stories and real-world examples while building on the core applications of *The Whole Brain Business Book*.

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The reason why? Because this The Whole Brain Business Book, Second Edition: Unlocking the Power of Whole Brain Thinking in Organizations, Teams, and Individuals is an unordinary book that the inside of the guide waiting for you to snap the idea but latter it will zap you with the secret the idea inside. Reading this book close to it was fantastic author who write the book in such remarkable way makes the content within easier to understand, entertaining approach but still convey the meaning thoroughly. So , it is good for you for not hesitating having this ever again or you going to regret it. This book will give you a lot of positive aspects than the other book include such as help improving your proficiency and your critical thinking technique. So , still want to hold up having that book? If I were being you I will go to the book store hurriedly.

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**Laura Crabtree:**

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