



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

By Ned Herrmann, Ann Herrmann-Nehdi

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OUTTHINK, OUTPACE AND OUTPERFORM THE COMPETITION

Now revised and updated with new applications and practical tools to better use your brain in business

If you think your business can't get any better, think again. Thanks to the power of *Whole Brain® Thinking*, you can apply what we know about thinking and the brain to transform your organization at every level. Whether you're struggling to keep up with a changing market, stuck with a tired business model, or challenged by difficult colleagues, the proven methods in this updated guide will help you to:

- IDENTIFY how you and others prefer to think
- IMPROVE your communication skills
- INSPIRE creative thinking in yourself and others
- INNOVATE faster and work more efficiently
- IMPLEMENT changes throughout your organization
- INCREASE productivity and beat the competition

Every business runs on thinking. This book gives you practical tools to assess others' mindsets and get more intentional about how you use your thinking?and how to best engage the thinking of those around you. Filled with essential charts, engaging examples, exercises, and action steps, *The Whole Brain Business Book* shows you how to rethink your business, prepare for the future, realign your goals, and reinvigorate your team?by putting your whole brain to work.

This revised and expanded edition features the latest brain research, updated real-world examples, and more actionable content than ever before. In addition to new

stories, data and “mind-hacks”, you’ll find Herrmann’s timeless tips for getting unstuck, identifying the four thinking preferences, and applying research-based techniques that have been proven to work in any business environment around the world. By building and strengthening your thinking agility, you’ll be able to work more effectively with others and leverage the best thinking around so you can avoid costly delays, missed opportunities, and other business risks. Using the book’s point-by-point action steps, insightful case studies, and emerging thought trends, you can really put your mind to work and get brilliant results.

The Whole Brain Business Book will help optimize your management approach, align your organization and strategy, and fully engage your own brain as well as the brains of others to work smarter, faster, and better than you ever thought possible.

Ned Herrmann pioneered the Whole Brain Thinking approach and is renowned for his bestselling books and research on thinking and its role in creativity, learning, and business.

Ann Herrmann-Nehdi is CEO of Herrmann International and an internationally recognized speaker, author, and thought leader on applying what we know about the brain to improve business performance.

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Editorial Review

Review

"Ned Herrmann and Ann Herrmann-Nehdi know more about the brain than anyone. If you want 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 Brain® 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 Consulting

About the Author

Ann 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 Brain® Thinking and Learning. A sought-after, powerful speaker, she has delivered hundreds of featured

keynotes and programs for domestic and international groups.

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From reader reviews:

Doris Simmons:

Book is definitely written, printed, or outlined for everything. You can recognize everything you want by a guide. Book has a different type. As we know that book is important point to bring us around the world. Adjacent to that you can your reading ability was fluently. A publication The Whole Brain Business Book, Second Edition: Unlocking the Power of Whole Brain Thinking in Organizations, Teams, and Individuals will make you to end up being smarter. You can feel considerably more confidence if you can know about every little thing. But some of you think this open or reading a book make you bored. It isn't make you fun. Why they may be thought like that? Have you trying to find best book or suited book with you?

Andrew Fox:

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Carmel Smith:

Reading a book tends to be new life style in this era globalization. With examining you can get a lot of information which will give you benefit in your life. Using book everyone in this world could share their idea. Guides can also inspire a lot of people. Many author can inspire their own reader with their story or perhaps their experience. Not only situation that share in the textbooks. But also they write about the ability about something that you need example of this. How to get the good score toefl, or how to teach your children, there are many kinds of book that exist now. The authors on this planet always try to improve their skill in writing, they also doing some investigation before they write with their book. One of them is this The Whole Brain Business Book, Second Edition: Unlocking the Power of Whole Brain Thinking in Organizations, Teams, and Individuals.

Cindy Knutson:

In this era which is the greater person or who has ability to do something more are more precious than other. Do you want to become one among it? It is just simple method to have that. What you must do is just spending your time almost no but quite enough to enjoy a look at some books. One of several books in the

top checklist in your reading list will be The Whole Brain Business Book, Second Edition: Unlocking the Power of Whole Brain Thinking in Organizations, Teams, and Individuals. This book that is qualified as The Hungry Inclines can get you closer in becoming precious person. By looking right up and review this book you can get many advantages.

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