



## The Power of Impossible Thinking

By Colin Crook Yoram Wind

Pearson Education, 2004. Hardcover. Condition: Neu. Gebrauch - Wie neu Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - This book is about getting better at making sense of the world. so you can make decisions that respond to reality, not some obsolete model of reality. Drawing on the latest neuroscientific research and their experience with corporate transformations, Jerry Wind and Colin Crook explain how your mental models stand between you and reality, distorting all your perceptions. and how they create both limits and opportunities. You'll learn how to develop new ways of seeing; how to keep your mental models fresh and relevant; when to change to a new model; how to build a portfolio of models; and improving your models through constant experimentation. Better mental models = smarter decisions. Understand what's real, so you can act on it. 274 pp. Englisch.

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