



Institut Manajemen Telkom (<http://www.imtelkom.ac.id>)

AWHOLE NEW MIND : Why Right-Brainers Will Rule The Future

This book describes a seismic-though as yet undetected-shift now under way in much of the advanced world. We are moving from an economy and a society built on the logical, linear, computerlike capabilities of the Information Age to an economy and a society built on the inventive, empathic, big-picture capabilities of what's rising in its place, the Conceptual Age. This book is for anyone who wants to survive and thrive in this emerging world-people uneasy in their careers or dissatisfied with their lives, entrepreneurs and business leaders eager to say ahead of the next wave, parents who want to equip their children for the future, and the legions of emotionally astute and creatively adroit people whose distinctive abilities the Information Age has often overlooked and undervalued.

In this book, you will learn the six essential aptitudes-what I call "the six senses"-on which professional success and personal satisfaction increasingly will depend. Design. Story. Symphony. Empathy. Play. Meaning. These are fundamentally human abilities that everyone can master-and helping you do that is my goal.



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