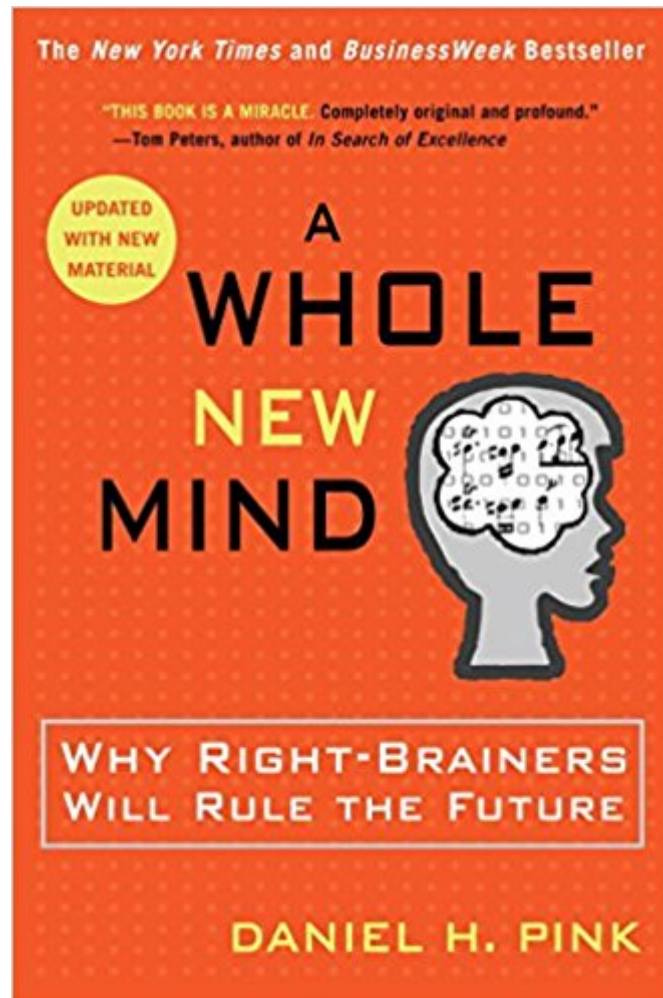




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# A Whole New Mind: Why Right-Brainers Will Rule The Future



## Synopsis

Look out for Daniel Pink's new book, *When: The Scientific Secrets of Perfect Timing*. The future belongs to a different kind of person with a different kind of mind: artists, inventors, storytellers-creative and holistic "right-brain" thinkers whose abilities mark the fault line between who gets ahead and who doesn't. Drawing on research from around the world, Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*) outlines the six fundamentally human abilities that are absolute essentials for professional success and personal fulfillment--and reveals how to master them. *A Whole New Mind* takes readers to a daring new place, and a provocative and necessary new way of thinking about a future that's already here.

## Book Information

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## Customer Reviews

Just as information workers surpassed physical laborers in economic importance, Pink claims, the workplace terrain is changing yet again, and power will inevitably shift to people who possess strong right brain qualities. His advocacy of "R-directed thinking" begins with a bit of neuroscience tourism to a brain lab that will be extremely familiar to those who read Steven Johnson's *Mind Wide Open* last year, but while Johnson was fascinated by the brain's internal processes, Pink is more concerned with how certain skill sets can be harnessed effectively in the dawning "Conceptual Age." The second half of the book details the six "senses" Pink identifies as crucial to success in the new economy-design, story, symphony, empathy, play and meaning-while "portfolio" sections offer

practical (and sometimes whimsical) advice on how to cultivate these skills within oneself.

Thought-provoking moments abound-from the results of an intensive drawing workshop to the claim that "bad design" created the chaos of the 2000 presidential election-but the basic premise may still strike some as unproven. Furthermore, the warning that people who don't nurture their right brains "may miss out, or worse, suffer" in the economy of tomorrow comes off as alarmist. But since Pink's last big idea (Free Agent Nation) has become a cornerstone of employee-management relations, expect just as much buzz around his latest theory. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

"Abundance, Asia, and automation." Try saying that phrase five times quickly, because if you don't take these words into serious consideration, there is a good chance that sooner or later your career will suffer because of one of those forces. Pink, best-selling author of Free Agent Nation (2001) and also former chief speechwriter for former vice-president Al Gore, has crafted a profound read packed with an abundance of references to books, seminars, Web sites, and such to guide your adjustment to expanding your right brain if you plan to survive and prosper in the Western world. According to Pink, the keys to success are in developing and cultivating six senses: design, story, symphony, empathy, play, and meaning. Pink compares this upcoming "Conceptual Age" to past periods of intense change, such as the Industrial Revolution and the Renaissance, as a way of emphasizing its importance. Ed Dwyer Copyright © American Library Association. All rights reserved --This text refers to an out of print or unavailable edition of this title.

I was very curious about this book. When I received it I began to read it the same day. I could not put it down. The book was so involving, I had finished it in 3 days. The book goes on to talk about various theories, and it was very interesting how the imagination works. I would say I gained personal development from reading this book, in a way I know how I personally operate, and cognitively retain information and well as tendencies. I would highly recommend this book for those who like to think outside the box, or maybe those who might benefit from thinking outside the box. The return is a whole new view on what a "mindset" actually is.

Initially, I picked out this book from a recommended reading list only for its creative front cover. I read the book all the way through and acquired many ideas to improve my right-brain thinking for the future. In the end, Daniel Pink is correct that a new social & economic revolution is underway in

our modern civilization because of the rise of intelligent computing. A must read for anyone who wants to adapt to the new age that is coming!

The first feeling I got on reading this book was one of regret – regret that I had not read this for so many years. While the subject is very interesting, Daniel has managed to convey the matter in very simple language – like – “The left hemisphere specializes in text; the right hemisphere specializes in context”. This is as simple as it can get and makes one sit up and lap up the rest. Daniel has managed to give a simple business direction in terms of Abundance, Asia and Automation (Asia more being an indicator of low cost alternated than the region per se). He has very simply explained how the right brain is going to be more in demand than left brain and hence how one can be ready to enhance ones standing in face of this change. The interplay of the six senses – Design , Story , Symphony, Empathy, Play and Meaning has been brought out very well. One may not necessarily agree with each of them, but at least a few of them will hold true in most of the cases (at least it does in my case). The list of aides for each of the above is very helpful to start experimenting. I was particularly influenced by the content regarding metaphors and brainstorming. While I knew some of it, but , the pointers given by Daniel will help improve on my current experience. Labyrinth was a total surprise and am looking forward to try it out. Overall, a very good book with some great new concepts. What differentiates this book is that it moves on from mere collection of concepts to actual aids of carrying out the concept. If one has not yet read a book on left brain and right brain, I would highly recommend this book

1. Can someone overseas do it cheaper? 2. Can a computer do it faster? 3. Am I offering something that satisfies the desires of an abundant age? Pink writes in an entertaining and engaging manner about an interesting premise. He proposes that if organizations and individuals do not start utilizing the right hemisphere of their brains they may be at risk of being outsourced. While I don’t think every computer programmer and financial analyst should be running scared, he does raise some thought provoking questions. I especially appreciated his descriptions of the right brain senses and his suggestions of activities on how to better develop them.

This is one of those books that, as I read it, I kept quietly saying to myself, "yes!" At times, I felt like Pink had been inside my mind when recounting certain anecdotes, or drawing certain conclusions. So, take this review with a solid dose of confirmation bias in action. Throughout A Whole New Mind, Dan Pink looks at, and addresses, issues of interest, dare I say passion, for creative thinkers and

knowledge workers the world over. Sure, for those folks, it's pop psych, pop sci, self-affirming stuff. But for the creative knowledge worker - those of us who rely on our minds as our most powerful tool and source of inspiration - Pink has drawn together many of the burning issues and biggest (even wicked) problems and dealt with them. He offers us as a community a number of ways to deal with our often complex and frequently misunderstood work styles, personalities and obsessions. A Whole New Mind isn't a cornucopia. It leaves more questions unanswered, and matters glossed over (this isn't a negative, by the way), than it adequately deals with. But as people who work with our minds, we ought to be able to deal with that, right? If knowledge work, solving problems and uncomfortably wedging yourself into corporate life is your lot, it's definitely worth your time and effort to read this.

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