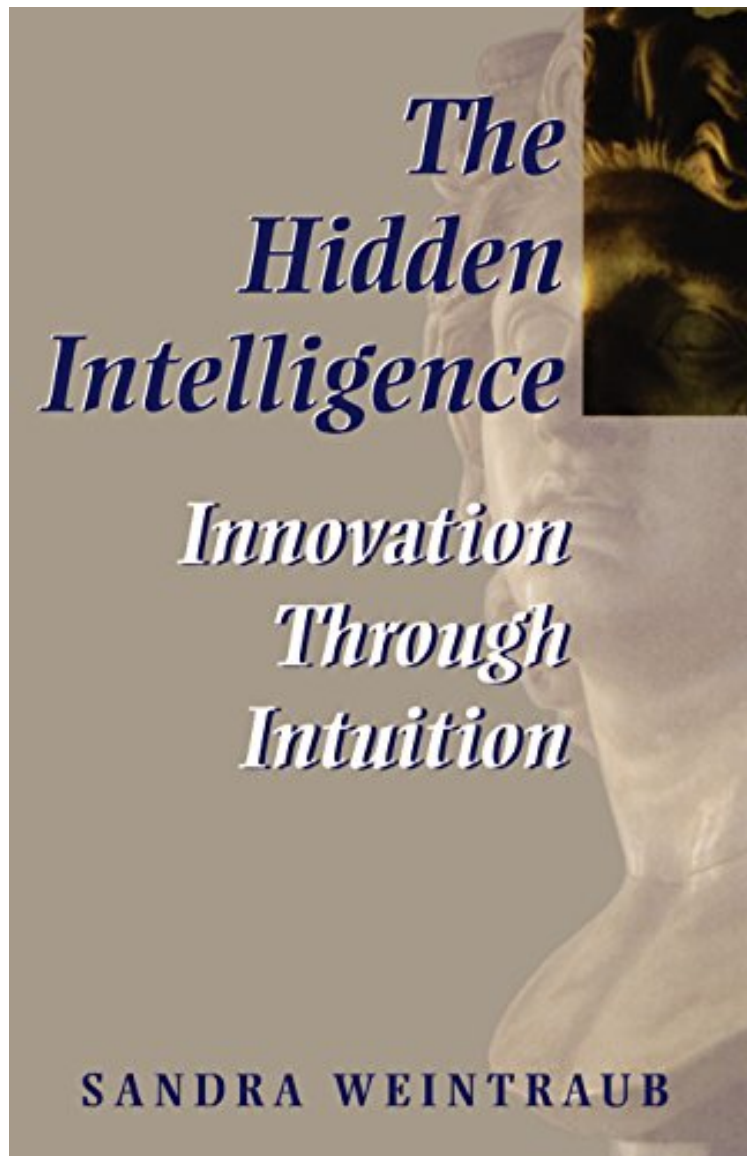


(Library ebook) The Hidden Intelligence

The Hidden Intelligence

Sandra Weintraub

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Sandra Weintraub : The Hidden Intelligence before purchasing it in order to gage whether or not it would be worth my time, and all praised The Hidden Intelligence:

10 of 12 people found the following review helpful. THE HIDDEN INTELLIGENCE By Sanford M. Lottor After reading THE HIDDEN INTELLIGENCE I tried some of the techniques in idea generation and actually came up with some innovations for my own business. However a more detailed summary of the book's contents is necessary. There are chapters on the Myers Briggs and other similar instruments which reveal how your basic thinking style can work to your best advantage, or how in some cases it can work against you. Also, there are chapters that offer many different

kinds of techniques for enhancing your creative problem solving ability. You will find out how professional ideation consultants use these techniques to generate ideas with FORTUNE 100 clients. Also you will learn how companies such as 3M, Disney and IDEO generate new product concepts and ideas. And you will discover how you can use some tried and true methods for tapping into your own intuition, including how to program your dreams to reveal insights. There are several exercises included in the book to be used to stimulate ideas in a group setting. I recommend this book to anyone interested in learning how to motivate innovative thinking or generating new ideas in the workplace. But for me, it was an important guide to stimulating my own creativity and intuition far more than I had realized was possible. If you are interested in increasing the power of your mind THE HIDDEN INTELLIGENCE is an excellent "how to do it" guide. 4 of 5 people found the following review helpful. The Hidden Intelligence By Aubrey I. Finn When I completed The Hidden Intelligence, I had grasped the key for coming up with great ideas. It should be required reading for those interested in getting their own creativity to flow like a mighty stream. Learning to access my intuition was an eye opener. I wish I had read the book years ago.

The Hidden Intelligence explores what intuition is and is not, and why it is often hidden. Based on interviews with executives from Fortune 500 organizations to entrepreneurial startups, the book is full of insights the author has gathered over the years working with creative problem solving and ideation techniques. It brings our intuition into the mainstream of those skills crucial to running a successful business. The Hidden Intelligence explores how intuition in its various forms helps to create new products and marketing strategies at large and organizations. It explains what is and what is not intuition, why it is often hidden, and demonstrates that when it is used correctly, the intuitively-based decision is always correct. Sandra Weintraub began Management Resources over twenty years ago as a training and management development consulting firm. She has provided training for Fortune 500, educational, and governmental organizations, served as an adjunct professor in management skills at Brandeis University, and published several articles on management and intuition.

'One of the best kept secrets of corporate success in America is the use of intuition. This book is both a tool kit and an inspiring example for doing just that.' Bryan Mattimore, author, 99% Inspiration 'The Hidden Intelligence offers practical steps you can take to get in touch with more of your creative potential.' George Prince, co-founder, Synectics