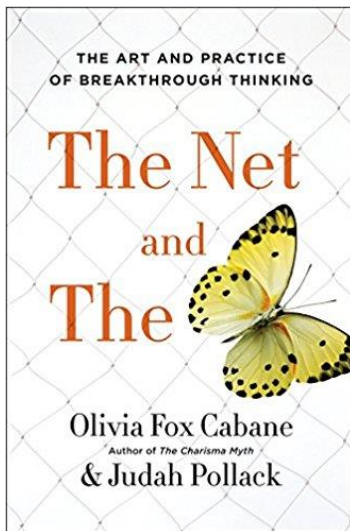


New Books March-April 2018



The net and the butterfly

Olivia Fox Cabane and Judah Pollack
Doriot and Tanoto Libraries
BF444 .C33 2017

The creative mode in your brain is like a butterfly. It's beautiful and erratic, hard to catch and highly valued as a result. If you want to capture it, you need a net. Enter the executive mode, the task-oriented network in your brain that helps you tie your shoes, run a meeting, or pitch a client. To succeed, you need both modes to work together--your inner butterfly to be active and free, but your inner net to be ready to spring at the right time and create that "aha!" moment. But is there any way to trigger these insights, beyond dumb luck? Thanks to recent neuroscience discoveries, we can now explain these breakthrough moments--and also induce them through a series of specific practices. In this book, you will learn to master the skills that will transform your brain into a consistent generator of insights. Drawing on their extensive coaching and training practice with top Silicon Valley firms, Cabane and Pollack provide a step-by-step process for accessing the part of the brain that produces breakthroughs and systematically removing internal blocks. Their tactics range from simple to zany, such as: Imagine an alternate universe where gravity doesn't exist, and the social and legal rules that govern it. Map Disney's Pocahontas story onto James Cameron's Avatar. Rid yourself of imposter syndrome through mental exercises. Literally change your perspective by climbing a tree. Stimulate your butterfly mode by watching a foreign film without subtitles. By trying the exercises in this book, readers will emerge with a powerful new capacity for breakthrough thinking.

Book review cited from: <http://amzn.to/2HjQCRW>

Contents

Accounting	Literature
Career Management	Management / Strategy
Computing	Marketing
Economics	Mathematics
Education	Organisational Behaviour
Environment	Philosophy / Religion
Ethics	Political Economy
Finance	Politics
History	Psychology
Information on Markets	Research Methodology
Labour & Industrial Relations	Science
Languages	Sociology
Law	Technology Management
Lifestyles	

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