



A Power of Impossible Thinking: Transform the Business of Your Life and the Life of Your Business

Jerry Wind, Colin Crook

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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.



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