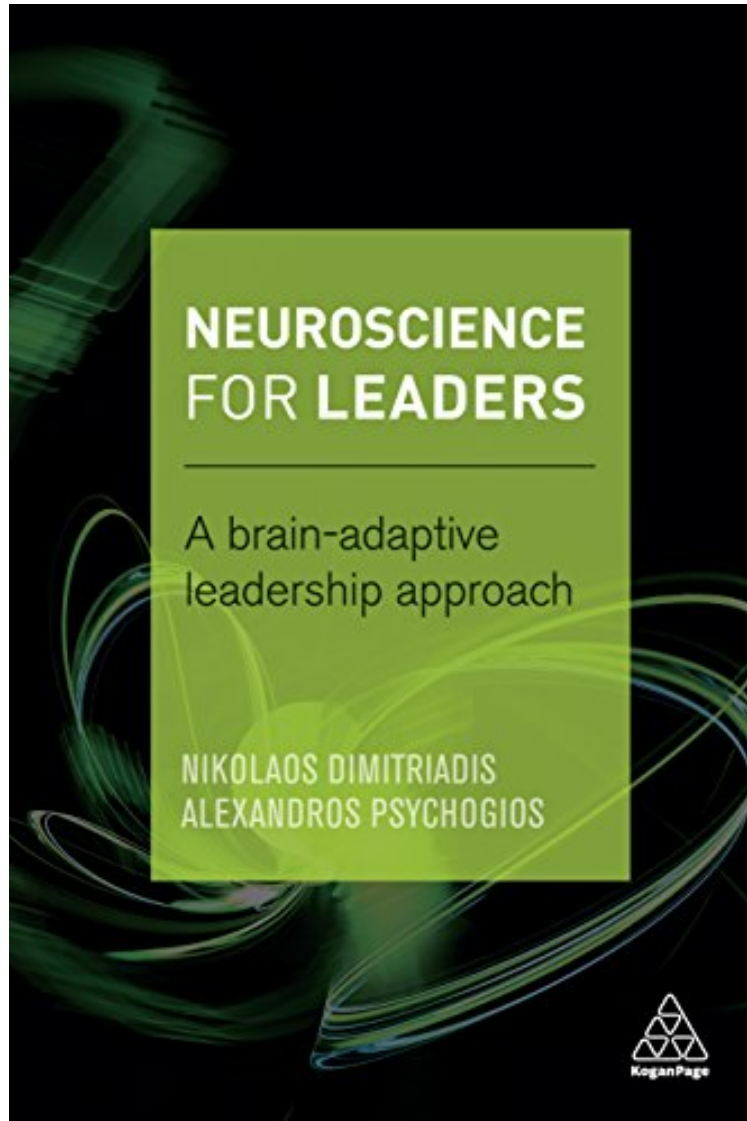


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Neuroscience for Leaders: A Brain Adaptive Leadership Approach

Nikolaos Dimitriadis, Alexandros Psychogios
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To behave more productively in complex business situations, we need to understand and alter the inner workings of our brain. With insight from applied neuroscience, behavioural economics and psychology, the brain can be retrained and become our most valuable asset. Neuroscience for Leaders takes a practical approach and offers an easy-to-implement framework for making the behavioural changes to become a more effective leader. Drawing on research and practical experience, the authors present a flexible framework for fine-tuning the leadership brain. The Brain Adaptive Leadership approach is a step-by-step guide to enhancing the way you think, understanding and nurturing emotions, shaping automated brain responses, and developing dynamic relations. Neuroscience for Leaders explains both the underlying science and how to apply its findings in business, demonstrating why and how you can become a better leader through brain-based learning. With tools, managerial tips and clear actions to implement the method straight away, Neuroscience for Leaders is an invaluable companion to managers and leaders who want to gain the brain edge.

"Business is about people, not numbers. People make the numbers by innovating internally and delivering new solutions and experiences externally. This book is the starting point for anyone who wants to discover how our brain drives behaviour and makes leaders succeed. Highly recommended."