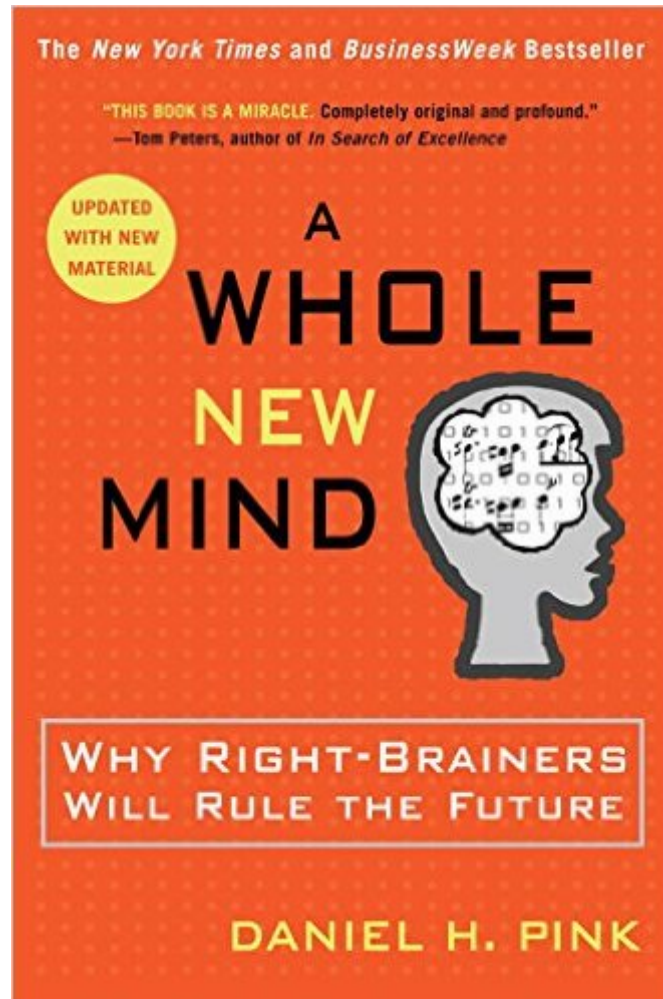


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# A Whole New Mind: Why Right-Brainers Will Rule The Future



## Synopsis

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.

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## Customer Reviews

*A Whole New Mind* \$16.47 US, is a 2005 release from Daniel H. Pink that covers creative thinking and other aspects of success. Ostensibly geared toward career pros, this non-fiction title analyzes transitions in society as America migrates from an Information Age to a Conceptual Age economy. The text in Dan's book is not academic -- instead it is more biographical, intuitive, observational, and playful. His book is a real triple threat of content, style, and visual presentation. Word to the wise -- you are in for a slightly different book here -- right of the bat, the author walks us through the procedure of having his brain scanned as part of a project conducted at the National Institute of Mental Health in Washington D.C. This unorthodox introduction (with four photo illustrations) is welcomed by the reader, as it gives the chapter an introspective quality. Pink shares this experience to illustrate normal brain function -- to note a few misconceptions about the way the brain divides

work -- and then posits that while most people integrate both left and right brain activity, R-Directed Thinking will increasingly be relied upon in the future, by people that want to succeed in business or life. Here is the crux of what Pink is trying to relay. America is currently organized around a cadre of accountants, doctors, engineers, executives and lawyers. These "knowledge workers" excel at the ability to acquire and marry facts to data, and these abilities are typically accrued through a series of standardized tests such as the PSAT, SAT, GMAT, LSAT and MCAT. (As an aside, Bush's test-happy Department of Education only serves to increase the number of L-Directed Thinkers, providing corporations cheap labor in abundance.

The title of the book is very appropriate. For the age that we are in, we need a whole new mind. However, the book promised a mansion, but ended up giving us an apartment. It begins like a Porsche, but ended like a VW Beetle. The author correctly diagnosed the disease of Abundance, Asia, and Automation, but prescribed the wrong medicine of six right-brain-directed (R-Directed) aptitudes. To the author's credit, he is the first that succinctly diagnosed the major problems the Western countries are facing: Abundance, Asia, and Automation. Most people, including intellectuals and high government officials are in the coma state of not sensing the lethal effects of offshore outsourcing of high-tech jobs and R&D to the fundamental wellbeing of U.S. and other Western countries, nor the consequence of automating white collar jobs by the ever more powerful computer hardware and software. This is the first book that I know of that sounded the alarm to the great masses of the coming sea change. For this, the author ought to be congratulated. The author has a vision that we are moving from Information Age to Conceptual Age. He said that if we have a whole new mind, we can have an economy and society that are built on the inventive, empathic and big-picture capabilities. He stresses that the main characters now are the creator and the empathizer. He argues that we need to move from high tech to high concept and high touch. These are all great ideas. However, the strategies that the author prescribed through the six R-Directed aptitudes, which consist most of the book, while adequate to battle Abundance and Automation, is hardly sufficient to overcome Asia.

I came across this book at the local dollar bookstore, wherefor one buck, it seems hard to ever go wrong. The premise of the book is that, to survive in the "conceptual age", "left-brain" thinking/analysis is not sufficient, and that the most successful people will be those who better use their right hemispheres. The author cites three reasons for this shift to the right brain: automation and Asia (left brain rule-based tasks are now being performed by both computers and cheaper

white-collar Asian workers), and abundance (there is more need than ever for inventors and designers). Although there are some partial truths to his observations, in general I find this outlook a bit shallow and myopic in perspective. For one, the author seems to believe that this pipeline of cheap foreign labor will last forever. But we have to remember that the US exports both knowledge and culture in enormous quantities (for example, the majority of students who enroll in my computer-science graduate courses are from other countries; especially China and India), and these exports spur more industry abroad which will have the effect of improving the quality of life abroad; and hence driving up labor costs in those countries. Secondly, ALL human intelligence is subject to automation, or at least an attempt to automate. For example, playing chess requires a combination of mathematical-logical, spatial, and what the author refers to as "symphonic" intelligence. Many chess players think of themselves as artists. And many artists are inspired by the game of chess.

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