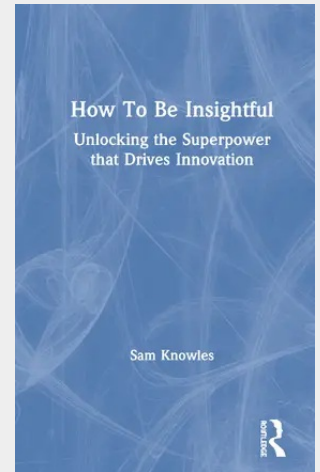


Knowles

How To Be Insightful

Unlocking the Superpower that drives Innovation

How do we advance? As individuals, families, and businesses? As societies, nations, and a species? In a world where it's said there is nothing new under the sun, we humans are remarkably resourceful at creating new things. The key to innovation is understanding, but not just by using facts, data, and casual observations. Progress demands the profound and useful understanding of a person or a thing, a situation or an issue. And profound and useful understanding that truly effects change is that most elusive of phenomena: insight. How To Be Insightful provides a novel and deeply practical framework that anyone can use to generate more powerful and impactful insights from the increasing volumes of data we all face every day, whatever we do. The framework – the STEP Prism of Insight – has been developed through decades of both practice and training, and the book includes many exercises designed to help strengthen and develop readers' insight muscles. The book explains the history, psychology, and neuroscience of insight and includes snapshots of insight from international experts in many different fields – psychology and neuroscience, music and acting, forensic science and market research.



Auf Anfrage

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780367261702

Medium: Buch

ISBN: 978-0-367-26170-2

Verlag: Taylor & Francis

Erscheinungstermin: 13.09.2024

Sprache(n): Englisch

Auflage: 1. Auflage 2024

Serie: Using Data Better

Produktform: Gebunden

Gewicht: 610 g

Seiten: 226

Format (B x H): 129 x 198 mm

