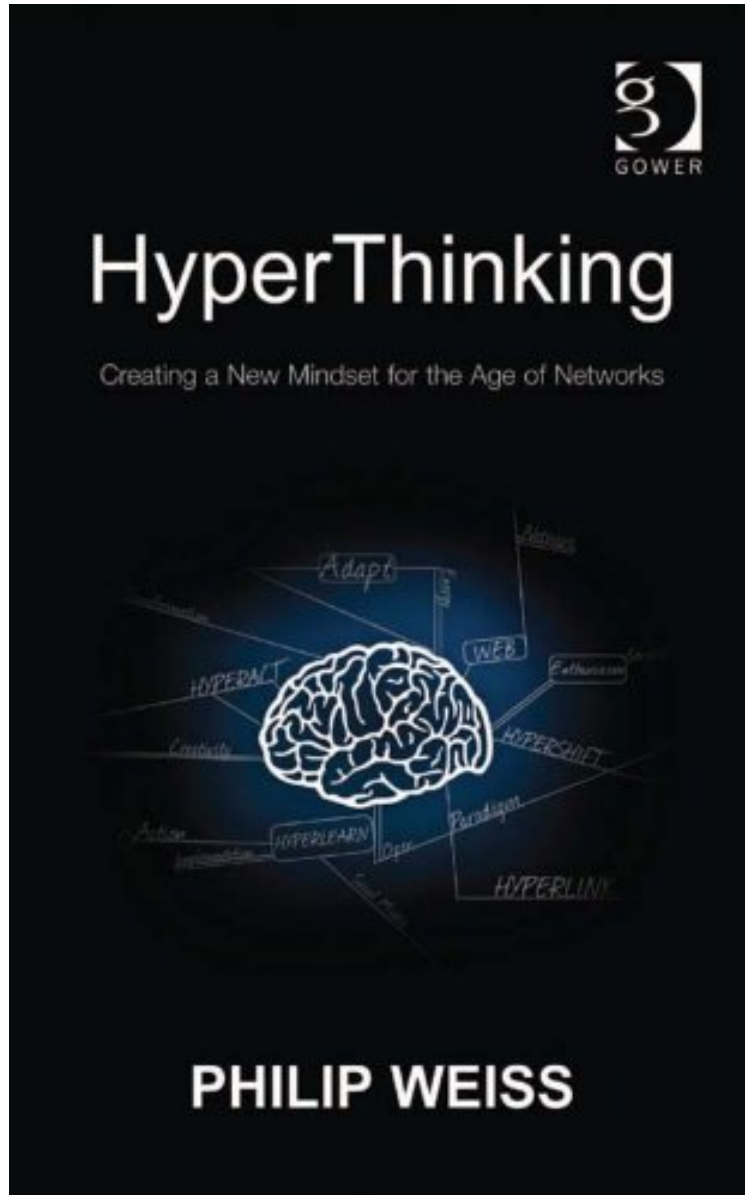


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HyperThinking: Creating a New Mindset for the Age of Networks

Mr Philip Weiss

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Mr Philip Weiss : HyperThinking: Creating a New Mindset for the Age of Networks before purchasing it in order to gauge whether or not it would be worth my time, and all praised HyperThinking: Creating a New Mindset for the Age of Networks:

Over the last 14 years of advising leading global companies, author Philip Weiss developed a unique approach

designed for the modern executive to adapt and thrive in this age of vast networks, digital communications and perpetual change. The Hyperthinking model is predicated on the assumption that the most important skill required to help you and your organization grow is the mind-set of individuals. Using the techniques in this book, practitioners will be able to continuously alter their perceptions and discover how to adapt to this new business world.

'Networks don't just change the way we interact with each other; they change the way we think, we learn and how we make decisions. Philip Weiss' HyperThinking captures the essence of these changes convincingly and provides you with a clear route to the thinking processes you will need to survive and thrive in this radically new and fast-changing business environment. Thomas Power, CEO and founder Ecademy 'Shifting your thinking patterns is the key to embracing change. HyperThinking is the kind of book you should read when you are in the middle of change, of a conflict, when you're managing a difficult project, when you just changed jobs, when you had your first child, when you just retired. It's a book about the way we think, or rather the way we think we think, and what this means for the rest of our lives. What this book taught me is that we have to live in a world where we cannot rely on traditional thinking patterns - these must be continuously challenged if we want to adapt to the ever-changing environment we live in. This is called hyperthinking, and it is giving people who want to make an impact on the world we live in a competitive edge. Some are natural-born hyperthinkers, others will have to learn it the hard way. This book will give you a headstart and will provide for an enjoyable and thought-provoking read. I'm proud to be a hyperthinker. Soon, you will feel the same way too.' Aurelie Valtat, Digital Communications Manager, European Council 'HyperThinking reminds us that we live in a constant flux of ideas and events, propelled along by the economics, technology and politics of our time. But Phil Weiss takes us beyond Heraclitus as he explores the tools for navigating the ever-changing river. By embracing the four modes of hyperthinking, everyone can move beyond convention and the fear of failure, and flex their thinking-muscles for innovative outcomes. In spite of the proven results over 100 years of the Montessoris and Steiners and Neills and Piagets of this world, most national education systems still turn out far more conformists than iconoclasts - possibly a good thing for the stability of society, but not for stimulating life-long creative learning. With HyperThinking, Phil Weiss shows how to shed sluggish groupthink and apply heuristic playfulness to your workday - or even personal - problems. How to leave behind the conservatism of traditional formal education and shift to more creative solutions by enthusiastically engaging technology in networking and learning. Read this book before a hyperthinker makes your job irrelevant!' Ian Andersen, External Communications Adviser, European Commission 'Phil Weiss invented the concept of Hyperthinking. In these pages he brings his ideas alive and shares the principles with a flair for storytelling and an eclectic mix of sources, examples and case studies. He's the Tony Buzan of the internet generation.' Marc Wright, Chairman, simplygroup 'Change - be it cultural, social or economic - seems to have hit hyperspeed as technology facilitates ever faster and easier social networking. Weiss takes a long, unblinking look at this world in constant flux, and sees only promise and opportunity. His hyperthinking approach gives readers a practical and structured way to embrace change, incorporate it into their lives, and thrive in the wild, wired west. Drawing upon great thinkers like Nietzsche, Thomas Kuhn, Nassim Nicholas Taleb, and his own experiences and those of others, Weiss proposes a 4-dimensional hyper-approach. First, detachment allows yourself to see how you think, and to recognize the paradigms within which our thinking may stagnate. Then, to escape our calcified mental models we need to adopt a state of permanent learning. Playful exploration of the web and social media, allows us to connect, share and expand the reach and impact of our actions. And finally, quite simply, we are told to experiment, to act, to get out there and make things happen. Weiss demystif About the Author Whilst studying Philosophy, Politics and Economics at Oxford, Philip Weiss launched two college magazines, started the first student radio station on a full FM licence in the UK, and received the Young Achievers Award from HM the Queen. In Brussels he set up ZN a leading eCommunications agency working with companies, political institutions like the European Commission and Parliament and organisations on how to use the Internet to integrate and transform communication. He works with such household names as Toyota, Microsoft, Sony, Sanofi Pasteur, UCB and various industry associations. His Hyperthinking model was developed to enable the ZN team and their clients manage rapid change and innovation to adapt their strategies and structures to the age of networks. In 2009, Philip helped co-found TEDxBussels. He is now Chairman of IABC Europe (International Association of Business Communicators).