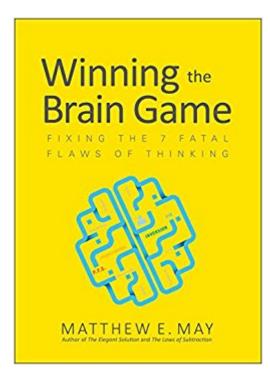
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# Winning The Brain Game: Fixing The 7 Fatal Flaws Of Thinking





# Synopsis

Mindful thinking is the new competitive edge Science confirms the distinction between the biological brain and the conscious mind. Each day, a game of mind versus matter plays out on a field defined by the problems we must solve. Most are routine, and donâ <sup>™</sup>t demand a more mindful approach. Itâ ™s when weâ ™re faced with more difficult challenges that our thinking becomes vulnerable to brain patterns that can lead us astray.We leap to solutions that simply donâ <sup>™</sup>t work. We fixate on old mindsets that keep us stuck in neutral. We overthink problems and make them worse. We kill the ideas of others, as well as our own. Worse, we keep doing these things, over and over again, naturally and instinctively.But it doesnâ <sup>™</sup>t have to be that way.In Winning the Brain Game, author and creative strategist Matthew E. May explains these and other a cefatal flawsa • of thinking, catalogued over the course of ten years and hundreds of interactive creative sessions in which he gave more than 100,000 professionals a thought challenge based on a real case far less complex than their everyday problems. Not only did less than 5% arrive at the best and most elegant solution, but the solutions given were remarkably similar, revealing seven observable problem-solving patterns that can block our best thinking. Calling on modern neuroscience and psychology to help explain the seven fatal flaws, May draws insights from some of the worldâ <sup>™</sup>s most innovative thinkers. He then blends in a super-curated, field-tested set of â œfixesâ • proven through hundreds of creative sessions to raise our thinking game to a more mindful level. Regardless of playing field, mindful thinking is the new competitive advantage, and the seven fixes are a magic set of tools for achieving it. Winning the Brain Game will lead you to better decision-making, higher levels of creativity, clearer strategies, and overall success in business, work and life.

### **Book Information**

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## **Customer Reviews**

Plagued by Any of These 7 Fatal Flaws of Thinking? Mindful thinking is the answer. And it's not as hard to achieve as you may think. View larger

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