



Neuroscience for Leaders: A Brain Adaptive Leadership Approach

By Nikolaos Dimitriadis, Alexandros Psychogios

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Modern science has shown that in order to behave more productively in complex business situations, we need to understand and alter the inner workings of our brain. Using the latest insights from applied neuroscience, behavioral economics and psychology, *Neuroscience for Leaders* demonstrates how to become a better leader through brain-based learning.

Nikolaos Dimitriadis and Alexandros Psychogios provide a step-by-step framework for fine-tuning brain functions in four key areas: enhancing the thought process, understanding and nurturing emotions, shaping automated brain responses, and developing dynamic relations. They explain the underlying science behind these steps, why they are important to the business environment, and how they can be improved.

With case studies, self-assessment tools and useful exercises, *Neuroscience for Leaders* is a valuable guide for managers and leaders looking to improve leadership effectiveness.

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Editorial Review

Review

"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."

(Vojislav Lazarevic *Executive Board Chairman and General Manager, Piraeus Bank AD Belgrade*)

"An amazing compendium that will certainly assist managers and professionals in advancing their leadership skills. The book deals with the subject of this interdisciplinary research to resolve complex problems while facing challenging environments. The authors have included numerous examples from a practical and holistic perspective in order to illustrate how to create common ground about our adaptive leadership and how to put into action our leadership brain capabilities by applying their proposed BAL model. It is a fascinating book which will change your life."

(Panayiotis H. Ketikidis *Professor, University of Sheffield International Faculty, City College*)

"I firmly believe that business results are the direct outcome of collective efforts, guided by a strong vision and even stronger leadership. However, until now the true nature of leadership was difficult to explain...Dr. Dimitriadis and Dr. Psychogios have managed to untangle the mystery of effective leadership by revealing how the brain works in complex business environments. Read it, practise it and become a great leader!"

(Maria Anargyrou-Nikolic *General Manager, Coca-Cola HBC Slovenia, Croatia, Bosnia and Herzegovina*)

"This book makes the complex subject of neuroleadership easy to understand. It brings to the table simple yet effective recommendations on how to make better decisions to avoid the trap of human bias. It is anchored in solid science so it will make even the most sceptical reader revisit their own biases. Highly recommended."

(Patrick Renvoise *Chief Neuromarketing Officer, SalesBrain*)

"A must-have for all who believe that leadership is both a brand differentiator and a business driver, and are eager to engage themselves and others in enhanced performance."

(Hajnalka Stavinovszky *Marketing Competence Development Specialist, IKEA Retail Services AB*)

"With leadership remaining an ongoing challenge, this book finally sets the record straight that intelligence matters not least because it combines cognitive, emotional and intuitive dimensions."

(Elena Antonacopoulou *Professor, GNOSIS, University of Liverpool Management School*)

"There are many books on leadership-perhaps too many! However, this book is well worth reading. The authors have done a really great job in bringing together developments in neuroscience and thinking about leadership to produce a thought provoking view of leadership. They make the complex area of neuroscience very accessible and use this to produce a really helpful framework for thinking about leadership. The authors have achieved a fine balance between the rigour of their arguments and the practical applications of the framework they have developed. Even if you have a lot of books on leadership on your shelves you should make room for this one."

(Malcolm Higgs *Professor of Organizational Behaviour and HRM, Southampton Business School*)

"Neuroscience is invading every scientific, economic and social aspect more and more. This book is the brilliant confirmation that understanding the mechanisms, processes and functions of the brain can help us solve problems, distinguish leaders from regular managers and uncover the right answers for generating growth."

(Matteo Venerucci *Cognitive Psychologist and Brain Propaganda Founder*)

About the Author

Dr. Nikolaos Dimitriadis is a consultant and professor in management, leadership, neuromarketing and communications. He is Development Director of the Executive Development Center at the University of Sheffield's International Faculty, City College and he also teaches regularly on the Sheffield Executive MBA and other masters' programs.

Dr. Alexandros Psychogios is a researcher and consultant in leadership and complexity, organizational behavior and change, and brain-based leadership. He is an Associate Professor on OB and HRM at Hull University Business School, a Research Visitor in South Eastern European Research Centre (SEERC), and an Associate Researcher in GNOSIS Research Group of the Management School at the University of Liverpool.

Users Review

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Tara Wilson:

In this 21st hundred years, people become competitive in most way. By being competitive today, people have do something to make these survives, being in the middle of typically the crowded place and notice by surrounding. One thing that often many people have underestimated this for a while is reading. Sure, by reading a guide your ability to survive improve then having chance to stand up than other is high. In your case who want to start reading some sort of book, we give you this specific Neuroscience for Leaders: A Brain Adaptive Leadership Approach book as starter and daily reading publication. Why, because this book is usually more than just a book.

Heather Roberts:

The book untitled Neuroscience for Leaders: A Brain Adaptive Leadership Approach contain a lot of information on it. The writer explains her idea with easy technique. The language is very straightforward all the people, so do not really worry, you can easy to read it. The book was written by famous author. The author will bring you in the new period of literary works. It is easy to read this book because you can continue reading your smart phone, or device, so you can read the book throughout anywhere and anytime. If you want to buy the e-book, you can wide open their official web-site as well as order it. Have a nice go

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