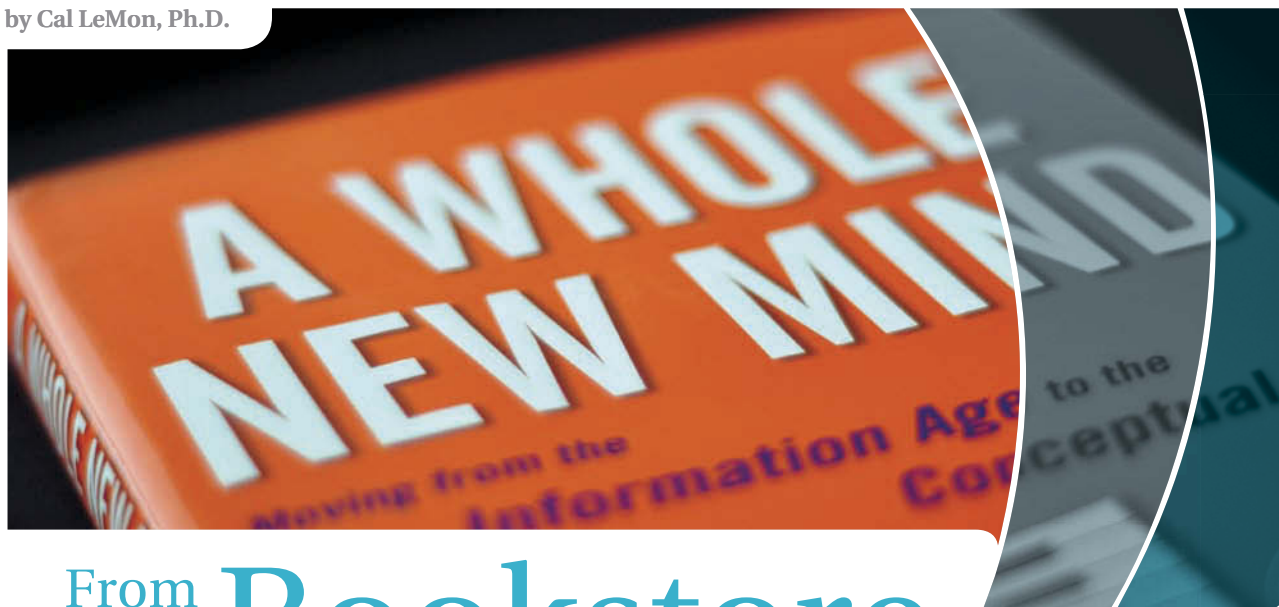
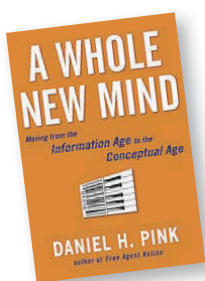


by Cal LeMon, Ph.D.



From the ALA Bookstore

A dear friend recently loaned me a copy of *A Whole New Mind: Why Right-Brainers Will Rule the Future*, by Daniel H. Pink. Now, I admit that I have not finished reading this book, but it will be just another day until I have gobbled up its enticing premise.



Would you like to review a book for ALA News? If so, contact Amy Dvorak at advorak@alanet.org. We'll send free books to those who write.

In my presentations to groups such as ALA members, I continually draw a distinction between our need to “do the job right” versus the need to acknowledge that others in our work teams may have different perspectives regarding what “doing it right” means. I have found a book that builds a strong foundation for addressing this distinction.

Pink's premise: The people who will rule the way we work and live are the “right-brainers.” Specifically, he lists six competencies that such people will bring to our global table: *design, story, symphony, empathy, play and meaning*. I have only a few lines here to turn you on to this prophetic book, so I will let Pink speak for himself.

“Today, the defining skills of the previous era – the ‘left brain’ capabilities that powered the Information Age – are necessary but no longer sufficient ... for individuals, families, and organizations, professional success and personal fulfillment now require a whole new mind,” he writes in the book.

This book will prove irresistible to you because its approach will envelop both sides of your brain: the whole new mind. It's a great read.

Find the book, *A Whole New Mind: Why Right-Brainers Will Rule the Future*, in the ALA Bookstore, available at a discounted price to Association members. ♦

About the author :: Cal LeMon, Ph.D.

Cal is President of Executive Enrichment, Inc., a corporate education and consulting firm. Learn more at www.execenrichment.com.