

Neuroleadership : a journey through the brain for business leaders

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Abstrak

The book approaches the background, history, and major thinkers in the field, but also reassesses the fundamental concept of neuroleadership. The authors look into the fundamental basic needs of human beings, how they are represented in the neural networks, and how this manifests in motivational drives. The book also focuses explicitly on how impactful organisational tools can be from the viewpoint of the brain. By following this methodology, the reader will be able to use the knowledge of neuroscience at the workplace to better address individuals' brains and hence tap into the full power of brains in business.