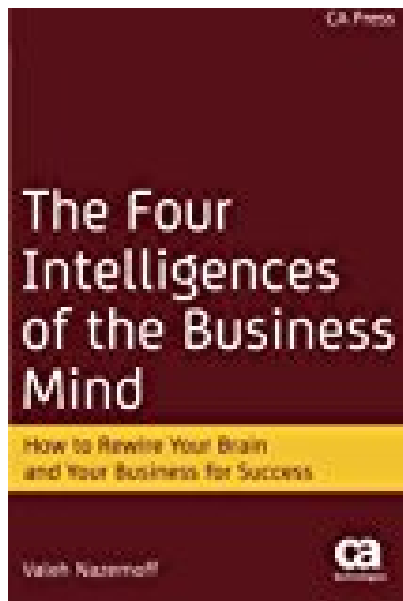


The Four Intelligences of the Business Mind How to Rewire Your Brain and Your Business for Success



BOOK DETAILS

- Author : Valeh Nazemoff
- Pages : 136 Pages
- Publisher : Apress
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BOOK SYNOPSIS

"Valeh Nazemoff recommends leaders apply what she calls 'mastermind intelligence' to find strategy sweet spots by being smart about financial, customer and business data."—Sonja Carberry, "Keep Business Strategy in Motion to Stay Competitive," Investor's Business Daily, Jan. 8, 2015 "It takes a lot of smarts to run a business, but not just any smarts. Four specific mental skills or 'intelligences' will help make any entrepreneur more successful, according to Valeh Nazemoff." —Minda Zetlin, "4 Mental Skills Every Business Leader Needs," Inc., Dec. 24, 2014 "Nazemoff offers a framework to help business leaders sort through the endless barrage of data and make decisions effectively...ultimately helping business transform and grow to where you want it to be." —Nicole Fallon, Business News Daily, Dec. 17, 2014 "I highly recommend that you look at your organization through the lens of The Four Intelligences of the Business Mind. If you do so, your business will improve in unexpected ways." —Mark Waldman, Executive MBA Faculty, Loyola Marymount University "The Four Intelligences of the Business Mind uses a revolutionary four-quadrant-based approach to teach you how to retrain your brain to optimize and transform your business. Valeh Nazemoff has written an excellent book with a commonsense approach and clear guidance." —Shaun Khalfan, Chief of Cyber Infrastructure, Department of the Navy A new pragmatic synthesis of organizational psychology, business analytics, and multiple intelligences theory, The Four Intelligences of the Business Mind lays out a scheme of four discrete but interlocking types of intelligence essential to business success. These intelligences are scalable and transferable from the individual leader to the organizational ecosystem. This short book teaches executives first to analyze and train their own brains in these four intelligences; then to transform their organizations by applying their sharpened quadruplex intelligence to their business analyses and decisions; and finally to train and incentivize their companies to map onto a collective organizational scale the mental transformation modeled by the "mastermind" leader. The four essential business intelligences identified by IT executive and organizational psychologist Valeh Nazemoff are financial intelligence, customer intelligence, data intelligence, and mastermind intelligence. Financial intelligence informs your ability to reinvest and regrow your business boldly but prudently in the light of predictive, risk, and business analytics. Customer intelligence informs your ability to rethink your approaches to attracting and keeping customers using customer, web, mobile, social, big data, and behavioral analytics. Data intelligence informs your ability to reinvent and recreate information in automated graphical representations to enable rapid decision-making using visual, cloud, web, and operational analytics, AI, and distance collaboration platforms. Finally, mastermind intelligence involves your ability through leadership and team exercises to impart to your employees and organization the same transformative honing and integration of business intelligences as you have undergone yourself. "Practical, relevant, insightful, engaging, and a pleasant read, The Four Intelligences of the Business Mind puts human decision making into a whole new light, revealing practical steps that will allow you to reinvent your business and customer relationships!" —James Brady, PhD, FHIMSS, Chief Information Officer, Kaiser Permanente Orange County "An invaluable book that shows you how to harness the inevitable transformations in business by understanding your mind better." —Alan Komet, Vice President, Global Sales Operations, FalconStor Software, Inc. "A must-read book for every business person." —Chuck Corjay, Ret. Chairman, AFCEA International "Valeh Nazemoff has written an intelligent, thoughtful book full of insight and practical advice. The Four Intelligences of the Business Mind reframes the way our minds work, and in doing so transforms how we drive business forward. This book is a must-read!" —Joe DiStefano, Senior Vice President and Market Executive, Cardinal Bank

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