



The Brain's Business: Psychology & Neuroscience for Exceptional Leadership

Ms Gail M Pemberton

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This book is designed to help leaders, managers and anyone interested in their brain, understand its impact on business and relationships. It deals with the unconscious, which is the largest part of our brain, and influences all our thoughts, beliefs and behaviour. The unconscious governs every motivation and emotion we have. It affects everything in business, from relationships to profitability. Yet most of us are unaware of its presence, let alone its power. The Brain's Business details seven psychological keys, backed by simple neuroscience that enables us to make lasting changes. As we understand how our brains are wired and how to leverage that information we are able to move ahead to greater influence and success.

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