



Der Mind Malus (German Edition)

Kolonat Noss

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WAS BEDEUTET DER MIND MALUS? Die unverbesserlichen Schwächen unseres Verstandes.

WAS KANN MAN DAGEGEN TUN? Nichts. Im Gegenteil. Man sollte sie nutzen.

NUTZEN WOFÜR? Für die Wirkung auf andere. Für wirkungsvolles Kommunizieren.

DAS IST UNGLAUBLICH. Unglaublich. Ja, vielleicht. Zumindest überraschend.

ÜBERRASCHEND FÜR WEN? Für alle. Besonders für Pädagogen, Politiker, Manager, Kulturschaffende.

Und ganz besonders für die Experten in Marketing, Werbung, Design und Markengestaltung.

Kolonat Noss - ehemaliger Creative Director, heute Texter, Kommunikations- und Markenberater - beschreibt eine bisher unbekannte Ressource. Doch wie jede Ressource hat der Mind Malus seinen Preis. Er fordert den Abschied von eingefahrenen Denkweisen.

Zentrale Themen des Buches sind Wahrnehmung, Informationsverarbeitung und -selektion, Wissen, Verstand, Leitbilder und menschliche Entscheidungen und ihre Wirkung auf Kommunikation, Wirtschaft, Kunst, Kultur und Bildung, Strategie, Marke und Markenmanagement, Unternehmensführung, Unternehmenskommunikation, Personalwesen, Design, Marketing und Vertrieb.

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Christine Curnutt:

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Margaret Boyer:

Spent a free time to be fun activity to do! A lot of people spent their sparetime with their family, or their particular friends. Usually they accomplishing activity like watching television, likely to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Would you like to something different to fill your own free time/ holiday? Can be reading a book can be option to fill your totally free time/ holiday. The first thing that you will ask may be what kinds of guide that you should read. If you want to try look for book, may be the publication untitled Der Mind Malus (German Edition) can be good book to read. May be it may be best activity to you.

Many Shirley:

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Sam Nielsen:

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