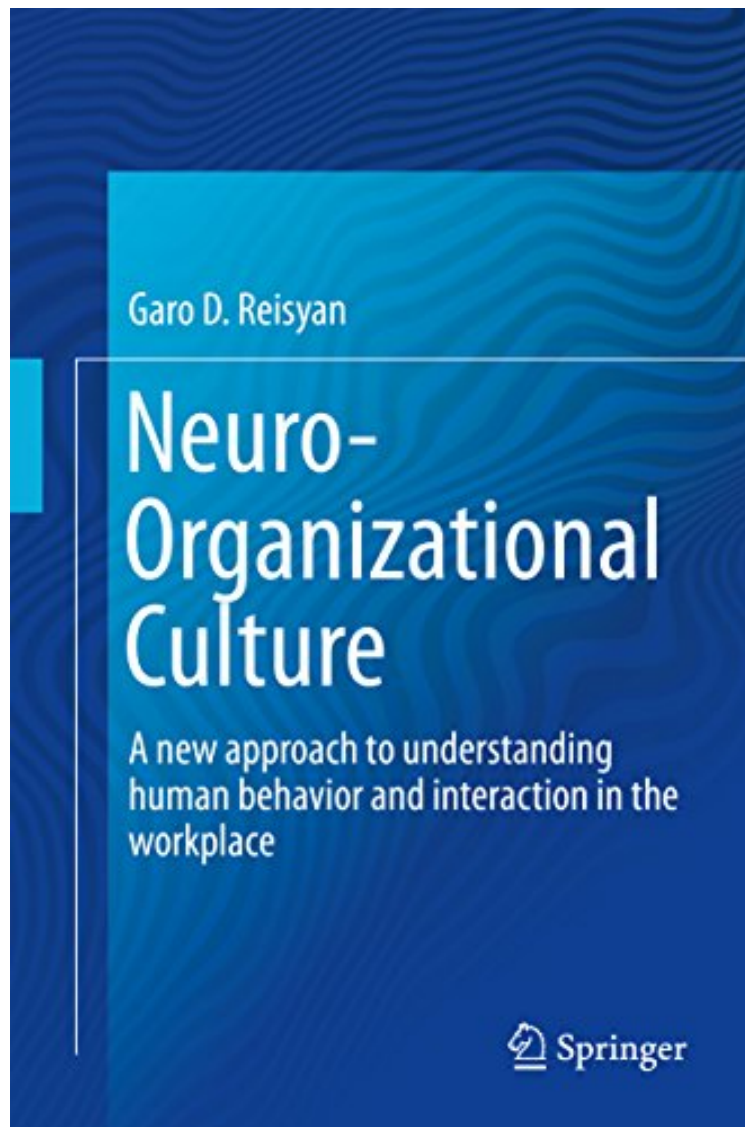


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Neuro-Organizational Culture: A new approach to understanding human behavior and interaction in the workplace

Garó D. Reisyán

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Garó D. Reisyán : Neuro-Organizational Culture: A new approach to understanding human behavior and interaction in the workplace before purchasing it in order to gage whether or not it would be worth my time, and all praised Neuro-Organizational Culture: A new approach to understanding human behavior and interaction in the workplace:

This book introduces a new concept on organizational culture, called "Neuro-Organizational Culture", or "Neuroculture"; a concept that is based on the most recent neuroscientific knowledge. The book describes a new approach to understanding human behavior and interaction in the workplace, replacing the old concept of organizational culture by one that takes into account humans' perceiving, feeling, thinking, and acting. Taking advantage of the substantial progress that has been made in neuroscientific research, the book combines experiences gained from organizational culture in the past 30 years with the latest findings from brain and emotion research, as well as with important insights from sociology and psychology. The book explains the three building blocks of Neuroculture: Reflexivity, Notions, and Emotions. Neuroculture consistently conceptualizes the culture of groups and individuals consistently under one roof, which allows for a better explanation of individual deviations. It provides a structural framework and an inventory along with proven methods and templates to analyze, continuously foster and actively change organizational culture. In addition, it outlines global megatrends in order to define cultural requisites that promote sustainable success of organizations in the 21st century.

"Ingenious new book from Garo D. Reisyannbsp;I want to recommend you an enlightening new book from Garo Reisyan, who I endorse for his extremely valuable contribution towards a better understanding of human behavior and interaction in the workplace.nbsp;Here's what long was awaited: a fundamental work that goes deep into neuroscientific knowledge, figuring out what's important for the workplace, imparts that in an understandable manner, combines it with the current best management-knowledge as well as with other important insights from sociology or psychology, and molds all that into a practical concept that enables you to get going. I am particularly impressed by what Garo has to say about emotions in the workplace--positive and negative ones.nbsp;His book: Neuro-Organizational Culture. A new approach to understanding human behavior and interaction in the workplace,nbsp;is a brilliant distillation of cutting-edge science about human behavior and deep business insights that we can all learn of and use in Life and Business.nbsp;After 20 years of working in and for world-class organizations, he dedicated himself to this contribution. With his sharp and lucid prose, he rendered a great service. This book truly helps people and organizations to help themselves. And the best is, since Garo is not profit-oriented, he will, as he promised me, by any means try to answer your questions and get you going. So go ahead and reach out to him (garo@reisyan.com).nbsp;If you would like to help spread the word about the book on social media, please use the Facebook or Twitter pagenbsp;eachnbsp;under "Neuro-Organizational Culture"nbsp;of his book.nbsp;Life is good.Marshall"Marshall Goldsmith,nbsp;#1 Leadership Thinker in the World and the top 5 Management Thinker in 2015