



# **The Power of Impossible Thinking: Transform the Business of Your Life and the Life of Your Business (Chinese Edition)**

*Jerry Wind, Colin Kreuk, Robert Gunther*

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The Power of Impossible Thinking is about getting better at making sense of what's going on around you so you can make decisions that respond to reality, not inaccurate or obsolete models of the world. This bestseller reveals how mental models stand between you and the truth and how to transform them into your biggest advantage! Learn how to develop new ways of seeing, when to change to a new model, how to swap amongst a portfolio of models, how to understand complex environments and how to do "mind R and D," improving models through constant experimentation. Jerry Wind and Colin Crook review why it's so hard to change mental models and offer practical strategies for dismantling "hardened missile silos". Finally they show how to access models quickly through intuition, and assess the effectiveness of any mental model. Purchasers of this book gain access to audio summaries on a companion web site, along with a new half-hour interview with the authors.

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