



## Get Smart!: How to Think and Act Like the Most Successful and Highest-Paid People in Every Field

By Brian Tracy

Gildan Media Corporation, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 145 x 132 mm. Language: English . Brand New. Today s workforce is more diverse than ever before. But despite new perspectives and talents, the promise of increased innovation rarely materializes. Why are so few businesses seeing results? Studies show that diverse teams are more creative than homogenous ones - but only when they are managed effectively. The secret is to minimize conflict while maximizing the informational diversity found in varied values and experiences. To do this, both leaders and team members need a high level of cultural intelligence, or CQ. Drawing on success stories from Google, Alibaba, Novartis, and other groundbreaking companies, quote;Driven by Differencequote; identifies the management practices necessary to guide multicultural teams to innovation, including how to:Create an optimal environmentGenerate fresh ideasConsider the various audiences when selecting and selling an ideaDesign and test for different usersCultural differences can lead to gridlock, or they can catalyze innovation and growth. This research-based plan turns diversity s potential into economic reality.



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