
Preface

The brain is a massive network of connections and the journey to this book also started in the electronic web of connections and interactions—the Internet. Each of us had developed a passion for neuroscience and its impact in business in different locations. Professor Theo Peters and Argang Ghadiri had worked together on the German version of this book and they first interacted with Andy Habermacher on an online neuroleadership forum. They had been deeply impressed with the papers and writings of Andy. Andy had separately developed his passion after being introduced to neuroscience by Dr. Srinivasan Pillay during a course in New York focused on executive coaching. This online interaction led to some personal discussion on how we could collaborate closer and in what form. From this sprung forth the concept of this book. This shows more than anything the power of the network and of networks in general, whether they be social, electronic or in the brain itself.

This book is grounded in the German version and yet it is also different. We have worked through it and turned it into an enriched English version – some concepts have been added to, some more depth has been added. What you read here is the result of a strong collaboration. It is the fruit of our efforts and it has blossomed into what we feel is something that can give you value and powerful insights into the brain and leadership. More than anything else we hope that these concepts will not stay in the book but will be taken and implemented concretely in the workplace.

In our collaboration we have also had to practice what we preach over the following pages and our collaboration has proven to be engaging, exciting, challenging and fun all at the same time. We have worked hard but enjoyed it immensely. We have discussed ideas and also thrown out ideas but all understanding the final goal we wanted to achieve. We have positively criticised and given each other compliments where and when necessary. In short it has been hard work but very much fun at the same time.

Indeed, any book a major product and requires commitment and hard work. A book also is, in some respects, the product of the people who have helped to develop us, the authors. It is the synthesis of ideas and thoughts and the knowledge we have collected over the years, and many, many people have been involved in this process. There have been people who have helped us directly and indirectly—we have drawn from other authors, researchers, academics and scientists. We have discussed amongst ourselves, with colleagues, on online forums and through our formal work. Many of the ideas can be traced to individuals but much cannot be.

And this is why we would in general like to thank all the people who we have interacted with over the years and whose input has helped us to develop our own ideas. The number of people is too large to mention specific names here. We also believe the wealth of this knowledge lies in the mix and not the quantity—it is the right mix of ingredients in the kitchen that create a wonderful, tasty dish and not just the individual ingredients.

Importantly though, this would not have been possible without the help of our publisher, and our specific thanks therefore go to Springer, and especially Barbara Fess, who so quickly realised that this was a book they wanted to publish. We reached a formal agreement very quickly and this made the publishing process painless.

We now only need to express our wish that you enjoy the book and are able to draw out some of the knowledge to enrich your life and your experience of being a leader. We hope this book proves as useful to you as it has already proven to be to each of us.

Argang Ghadiri
Andy Habermacher
Theo Peters

Neuroleadership

A Journey Through the Brain for Business Leaders

Ghadiri, A.; Habermacher, A.; Peters, T.

2012, XVII, 156 p., Hardcover

ISBN: 978-3-642-30164-3