



The Seventh Sense: How Flashes of Insight Change Your Life (Columbia Business School Publishing)

William Duggan

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Flashes of insight -- the "Eureka!" moments that produce new and useful ideas in a single thought -- are behind some of the world's most creative and practical innovations. This book shows how to cultivate more and better flashes of insight by harnessing the science and practice of the "seventh sense."

Drawing from recent findings in psychology, neuroscience, Asian philosophy, and military strategy, Duggan illustrates the power of the seventh sense to help readers aspire to and achieve more in their personal and professional lives. His examples include Gandhi, Joan of Arc, Starbucks founder Howard Shultz, and executives and students he has taught in his classes. His book presents specific steps in the form of three practical tools to help prepare the mind, see and seize opportunity, and follow through on one's resolution. Based on Duggan's perennially popular Columbia Business School course, this book teaches the mental skills and discipline that power the seventh sense.



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