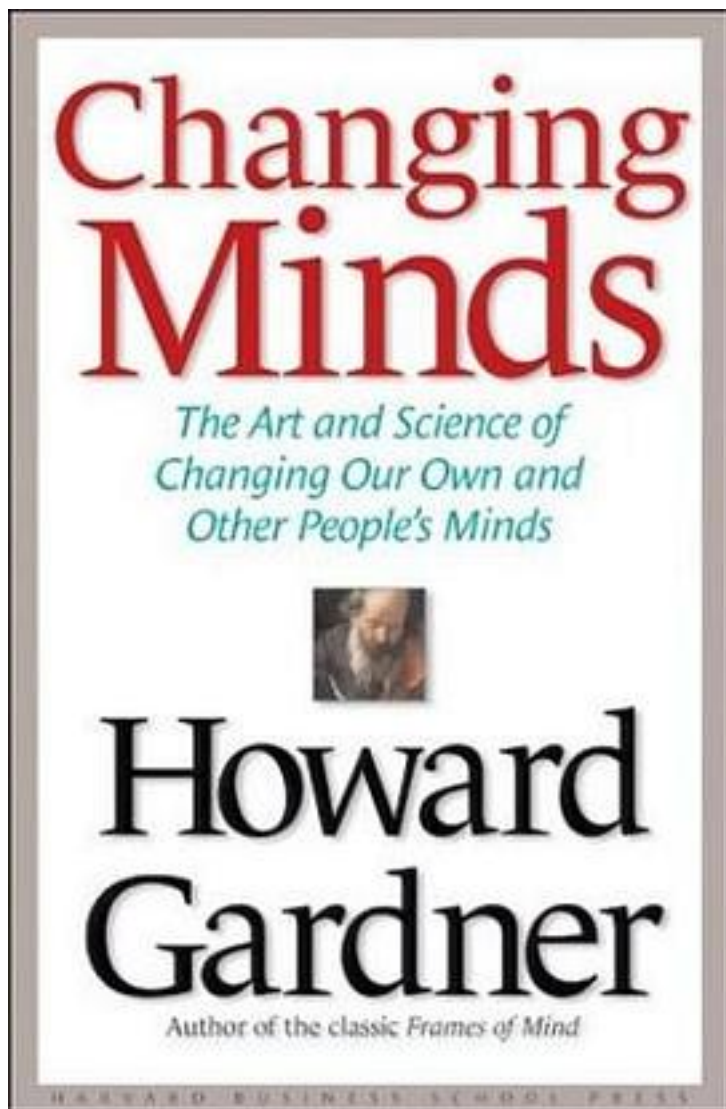


Changing Minds



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Think about the last time you tried to change someones mind about something important: a voters political beliefs; a customers favorite brand; a spouses decorating taste. Chances are you werent successful in shifting that persons beliefs in any way. In his book, Changing Minds, Harvard psychologist Howard Gardner explains what happens during the course of changing a mind and offers ways to influence that process. Remember that we dont change our minds overnight, it happens in gradual stages that can be powerfully influenced along the way. This book provides insights that can broaden our horizons and shape our lives.

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