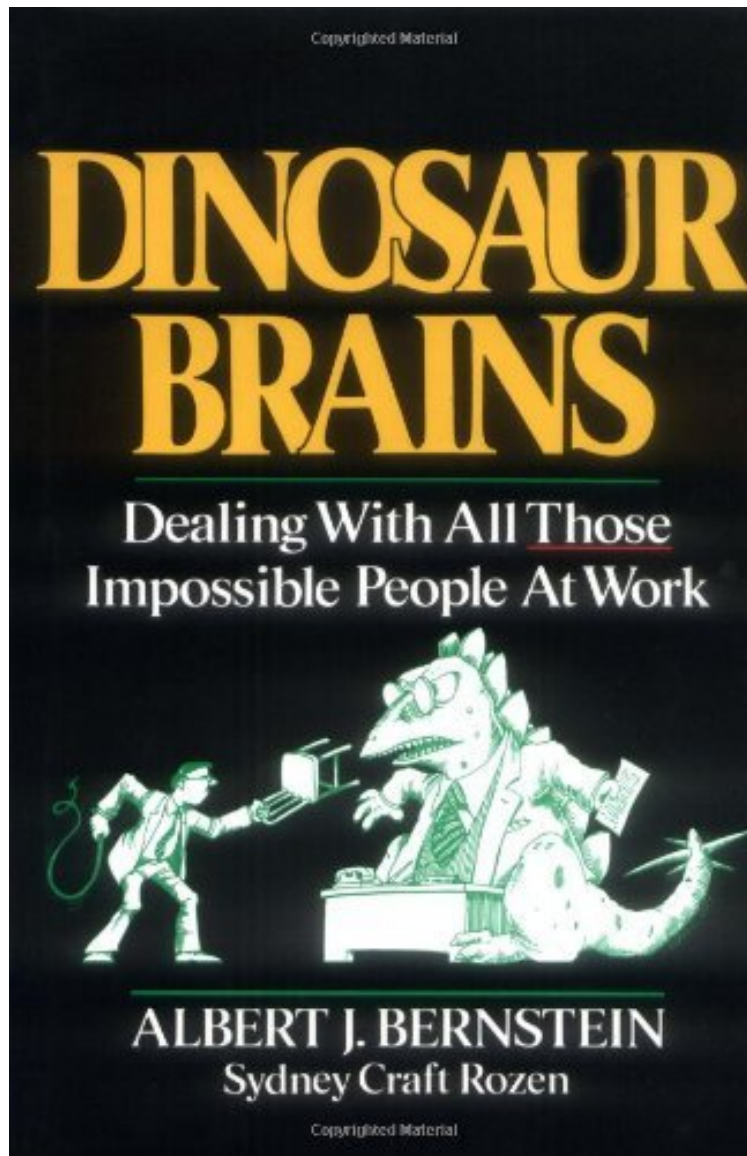


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Dinosaur Brains: Dealing with All Those Impossible People at Work

Albert J. Bernstein, Sydney Craft Rozen
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1 of 1 people found the following review helpful. SO THAT IS HOW OUR MEDIA AND POLITICIANS ACT!By Wilbert J. MorellHow true and definitely good book to read on human behavior in and out of the workplace. I purchased this book back in 1990 when I was taking industrial psychology and Engineering Management courses in graduate school. After Hurricane Katrina, I lost it in a flood along with all my university textbooks. So I purchased it

as a Kindle 25 years ago to remind me why I bought it. This is a must read for everyone and great name for it. When you watch the news and listen to media and politicians you will more likely consider yourself on a higher emotional level than most of them. 1 of 1 people found the following review helpful. Easy to read guide for dealing with the difficult people at work By Bob Waruszewski A great read for those who would like to improve their interpersonal skills in the office. Some of the book's advice is dated to an earlier time of corporate culture. However its underlying truths about how to work with difficult people and be calm in the midst of chaos make it a good read for those seeking how to navigate the corporate jungle without losing their sanity. 0 of 0 people found the following review helpful. Still informative and "on point" after all these year. ... By DI Blazejewski Still informative and "on point" after all these year. s The human species does not change, does not learn from past experiences, and continues to act irresponsibly and predictably with each succeeding generation.

This book will help you deal with your employees and co-workers by giving you the keys to understanding the way their brains--and yours--work. Using the metaphor of the dinosaur brain, the authors detail a whole range of human responses dictated by a part of the human brain sometimes beyond our control. They then show you what to expect from that part of the brain and how to be prepared for it, including such problems as turf battles, reflexive competitiveness, and office courtship. Outlines the rules of ^lizard logic, and how to use them to your advantage.

From Library Journal This book deals with irrational thinking and unconscious motivation at the office--"because people at work aren't always the rational creatures that other management books talk about." The authors cover basic personnel management theory and argue that people's irrational and emotional acts are based on primitive fight, flight, and fright responses--all part of the "dinosaur brain." They identify situations when such behavior is taking place and offer suggestions for what to do when coworkers behave in this manner. Although the basic information may be available in other sources, it is presented clearly and with the right amount of humor in this book. Recommended for all business collections.- Michael Kathman, St. John's Univ., Collegeville, Minn. Copyright 1989 Reed Business Information, Inc. From the Inside Flap Discover how to cope with instinct, emotion, and irrationality--the dinosaur brain--that disrupts any business environment, with a step-by-step process that helps you reason your way through turf wars and power struggles, surly subordinates, temperamental bosses, and more.... "The key to thriving in the corporate jungle is understanding dinosaurs." TIME "From the Paperback edition. About the Author Albert J. Bernstein, PhD, is a clinical psychologist, bestselling author, business consultant, speaker, occasional columnist, and award-winning photographer. Dr. Bernstein is known for teaching people to confront difficult and frightening situations with wit, wisdom, grace, and liberal doses of humor.