



Dinosaur Brains: Dealing with All THOSE Impossible People at Work

By Albert J. Bernstein

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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."

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Editorial Review

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.*

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From the Inside Flap

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