



## Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)

By Matthew E. May



**Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)** By Matthew E. May

**Mindful thinking is the new competitive edge** `<?xml:namespace prefix = "o" ns = "urn:schemas-microsoft-com:office:office" />`

Science confirms the distinction between the biological brain and the conscious mind. Each day, a game of mind versus matter plays out on a field defined by the problems we must solve. Most are routine, and don't demand a more mindful approach. It's when we're faced with more difficult challenges that our thinking becomes vulnerable to brain patterns that can lead us astray.

We leap to solutions that simply don't work. We fixate on old mindsets that keep us stuck in neutral. We overthink problems and make them worse. We kill the ideas of others, as well as our own. Worse, we *keep* doing these things, over and over again, naturally and instinctively.

But it doesn't have to be that way.

In *Winning the Brain Game*, author and creative strategist Matthew E. May explains these and other "fatal flaws" of thinking, catalogued over the course of ten years and hundreds of interactive creative sessions in which he gave more than 100,000 professionals a thought challenge based on a real case far less complex than their everyday problems. Not only did less than 5% arrive at the best and most elegant solution, but the solutions given were remarkably similar, revealing seven observable problem-solving patterns that can block our best thinking.

Calling on modern neuroscience and psychology to help explain the seven fatal flaws, May draws insights from some of the world's most innovative thinkers. He then blends in a super-curated, field-tested set of "fixes" proven through hundreds of creative sessions to raise our thinking game to a more mindful level. Regardless of playing field, mindful thinking is the new competitive advantage, and the seven fixes are a magic set of tools for achieving it.

*Winning the Brain Game* will lead you to better decision-making, higher levels of creativity, clearer strategies, and overall success in business, work and life.

 [Download Winning the Brain Game: Fixing the 7 Fatal Flaws o ...pdf](#)

 [Read Online Winning the Brain Game: Fixing the 7 Fatal Flaws ...pdf](#)

# Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)

By Matthew E. May

**Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)** By Matthew E. May

**Mindful thinking is the new competitive edge** <?xml:namespace prefix = "o" ns = "urn:schemas-microsoft-com:office:office" />

Science confirms the distinction between the biological brain and the conscious mind. Each day, a game of mind versus matter plays out on a field defined by the problems we must solve. Most are routine, and don't demand a more mindful approach. It's when we're faced with more difficult challenges that our thinking becomes vulnerable to brain patterns that can lead us astray.

We leap to solutions that simply don't work. We fixate on old mindsets that keep us stuck in neutral. We overthink problems and make them worse. We kill the ideas of others, as well as our own. Worse, we *keep* doing these things, over and over again, naturally and instinctively.

But it doesn't have to be that way.

In *Winning the Brain Game*, author and creative strategist Matthew E. May explains these and other "fatal flaws" of thinking, catalogued over the course of ten years and hundreds of interactive creative sessions in which he gave more than 100,000 professionals a thought challenge based on a real case far less complex than their everyday problems. Not only did less than 5% arrive at the best and most elegant solution, but the solutions given were remarkably similar, revealing seven observable problem-solving patterns that can block our best thinking.

Calling on modern neuroscience and psychology to help explain the seven fatal flaws, May draws insights from some of the world's most innovative thinkers. He then blends in a super-curated, field-tested set of "fixes" proven through hundreds of creative sessions to raise our thinking game to a more mindful level. Regardless of playing field, mindful thinking is the new competitive advantage, and the seven fixes are a magic set of tools for achieving it.

*Winning the Brain Game* will lead you to better decision-making, higher levels of creativity, clearer strategies, and overall success in business, work and life.

**Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)** By Matthew E. May  
**Bibliography**

- Sales Rank: #328886 in Books
- Brand: McGraw-Hill
- Published on: 2016-05-23
- Original language: English

- Number of items: 1
- Dimensions: 7.30" h x .80" w x 5.50" l, .0 pounds
- Binding: Hardcover
- 208 pages

 [Download Winning the Brain Game: Fixing the 7 Fatal Flaws o ...pdf](#)

 [Read Online Winning the Brain Game: Fixing the 7 Fatal Flaws ...pdf](#)

## Download and Read Free Online *Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking* (Business Books) By Matthew E. May

---

### Editorial Review

From the Back Cover

"In an era where entire industries are being disrupted and rapid, agile experimentation are becoming mainstream, the question in every leader's mind is 'which side of the equation will I occupy?' In reading *Winning The Brain Game*, the reader quickly recognizes that the only limitations to ability to be on the winning side are in our own mindsets and approaches. Matthew May's identification of the seven fatal thinking flaws, and the pragmatic application of field-tested fixes are actionable, and this book should be a must-read for any innovator, business leader or problem-solver."

-- **BRAD SMITH, Chairman and CEO, Intuit**

"This book is a gem! Matthew May has given us a practical research-backed (and downright fun!) guide to creative problem solving."

-- **NIR EYAL, author of *Hooked: How to Build Habit-Forming Products***

"Matthew May's book reminds me of Irma Rombauer's beloved *Joy of Cooking* book ? but instead of recipes for meals, May provides recipes for re-thinking. A broad range of creative thinking styles are presented ? with all pitfalls and plusses clearly highlighted, so that you might just get 'dinner' made and ready in time for a deadline."

-- **JOHN MAEDA, Partner, Kleiner Perkins Caufield & Byers**

"In *Winning the Brain Game*, Matthew May has brilliantly coalesced remarkable work from leading scientists and psychologists with his decades' experience in design thinking to produce an exhilarating rethink of conceptual problem solving. I recommend designers and marketers?student and professional?read and make use of this compelling book. Personally speaking, I wish I'd come across this book thirty years ago; my hair would likely not be so gray."

-- **LINDON LEADER, creator of the FedEx logo**

"Matthew May is like a Mr. Miyagi for untapped creative brain potential. The good news here is that we can switch a few levers to better unlock our own inner creative Karate Kid ? and, the principles are backed by science."

-- **PETER SIMS, founder/CEO/chief whip, Parliament, Inc. and author, *Little Bets: How Breakthrough Ideas Emerge from Small Discoveries***

"Do you want to tune up your creative thinking process? *Winning the Brain Game* is more than a book ? it's a tool chest full of supremely useful tips and techniques. Using them will boost your ability to ship elegant, remarkable solutions."

-- **DIEGO RODRIGUEZ, Partner, IDEO and creator of Metacool**

"Witty, incisive, and inventive. A refreshing view of creativity in action. You will never think of problems in the same way."

-- **TOMAS CHAMORRO-PREMUZIC, CEO of Hogan Assessments, Professor of Business Psychology at University College London and Columbia University and author, *Confidence***

"This is the book I wish I wrote! Smart. Insightful. Practical. It powerfully shows powerfully why we

are our own worst enemy!"

**STEPHEN SHAPIRO, author, *Best Practices are Stupid***

"*Winning the Brain Game* reveals the invisible barriers that get in the way of problem-solving. Better yet, it delivers practical ways to jump start an entirely new approach to tackling your biggest challenges. Don't just read this book. Use it as your go-to tool to take things to the next level."

**SOREN KAPLAN, affiliated professor, USC Center for Effective Organizations and author, *Leapfrogging***

"Huge kudos to Matt May for giving us these easy-to-grasp, ready-to-use fixes for the screw-ups most of us make in trying to use our brains intelligently to solve the vexing problems of our lives at work and beyond."

-- **STEW FRIEDMAN, author of *Leading the Life You Want* and *Total Leadership***

About the Author

**Matthew E. May** is an award-winning author and noted thought leader on strategy and innovation. A popular speaker, facilitator, and coach, he works with individuals and organizations all over the world.

## Users Review

**From reader reviews:**

**Mario Rice:**

Here thing why this kind of *Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)* are different and dependable to be yours. First of all examining a book is good nonetheless it depends in the content of the usb ports which is the content is as tasty as food or not. *Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)* giving you information deeper including different ways, you can find any reserve out there but there is no book that similar with *Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)*. It gives you thrill studying journey, its open up your personal eyes about the thing which happened in the world which is perhaps can be happened around you. You can easily bring everywhere like in recreation area, café, or even in your way home by train. Should you be having difficulties in bringing the branded book maybe the form of *Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)* in e-book can be your choice.

**Bonnie Skelton:**

The ability that you get from *Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)* is a more deep you excavating the information that hide in the words the more you get considering reading it. It does not mean that this book is hard to comprehend but *Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)* giving you thrill feeling of reading. The article author conveys their point in specific way that can be understood by simply anyone who read that because the author of this e-book is well-known enough. This particular book also makes your personal vocabulary increase well. It is therefore easy to understand then can go along, both in printed or e-book style are available. We suggest you for having this *Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books)* instantly.

**Jeanne Crank:**

The guide untitled Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) is the reserve that recommended to you to learn. You can see the quality of the e-book content that will be shown to you actually. The language that article author use to explained their way of doing something is easily to understand. The copy writer was did a lot of research when write the book, therefore the information that they share for you is absolutely accurate. You also might get the e-book of Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) from the publisher to make you a lot more enjoy free time.

**Rachel Kaufman:**

Precisely why? Because this Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) is an unordinary book that the inside of the publication waiting for you to snap the item but latter it will shock you with the secret that inside. Reading this book close to it was fantastic author who have write the book in such remarkable way makes the content inside easier to understand, entertaining means but still convey the meaning fully. So , it is good for you for not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of rewards than the other book possess such as help improving your ability and your critical thinking approach. So , still want to hold off having that book? If I were being you I will go to the book store hurriedly.

**Download and Read Online Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) By Matthew E. May #PT402ANWMB6**

## **Read Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) By Matthew E. May for online ebook**

Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) By Matthew E. May Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) By Matthew E. May books to read online.

### **Online Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) By Matthew E. May ebook PDF download**

**Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) By Matthew E. May Doc**

**Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) By Matthew E. May Mobipocket**

**Winning the Brain Game: Fixing the 7 Fatal Flaws of Thinking (Business Books) By Matthew E. May EPub**