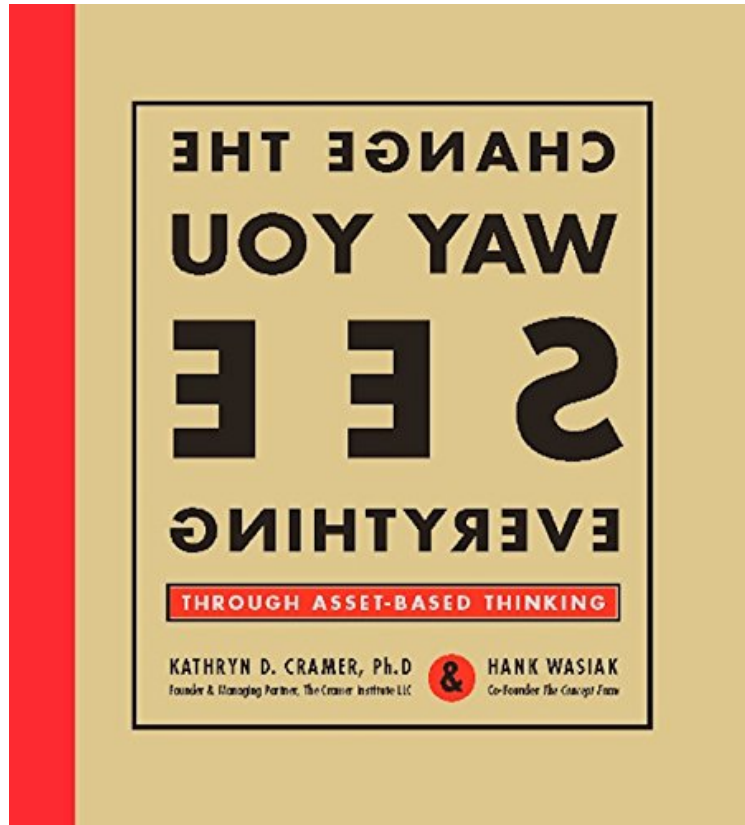


(Download) Change the Way You See Everything through Asset-Based Thinking

Change the Way You See Everything through Asset-Based Thinking

Hank Wasiak, Ph.D., Kathryn D. Cramer
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Hank Wasiak, Ph.D., Kathryn D. Cramer : Change the Way You See Everything through Asset-Based Thinking before purchasing it in order to gauge whether or not it would be worth my time, and all praised Change the Way You See Everything through Asset-Based Thinking:

0 of 0 people found the following review helpful. Great for second and third readings... and great for gifts to those in negative situations
By Caryn I have read this book 2 or 3 times over the last years - gleaned new information and insights each time. Outstanding advice, insight, and incredible pictures. "Asset based thinking" has truly helped me take control of several 'bad' situations, and prosper within them. I have bought 2 copies and given them as gifts.
0 of 0 people found the following review helpful. One Star
By J. Roberts boring, didn't like it
8 of 9 people found the following review helpful. Entertaining creative book
By Morris N. Mann This is an entertaining book with a creative approach to concepts in Positive Psychology. Its style and content is a reflection of the combined efforts of a psychologist (K Cramer) a creative advertising executive (H Wasiak). The presentation of concepts is clear, simple and straightforward. It breaks down into categories of: How you see yourself; How you see others; and How you see Situations. The main concept promoted is to use Asset Based thinking as opposed to Deficit Based thinking (which parallels many concepts of positive psychology) The chapters and concepts are enhanced with thought provoking visual pictures, interesting charts, some personal stories, and great graphics. This presentation makes it easy to read, and even useful if you want to use material for lectures or classes. For a rigorous clinician or coach, the exercises they

recommend throughout the book are not especially powerful or unique. In addition, they make very few references to psychological studies to support claims about the effectiveness of Asset Based Thinking.

This brilliantly simple book on the philosophy known as Asset-Based Thinking, instills success-oriented habits in even the most die-hard cynic. Its transformational lessons--conveyed through unique photographic metaphors and inspiring stories from real people--reveal how the slightest shift in perception can lead to monumental results in both business and in life. ABT is not just positive thinking, but rather a systematic observation of "what works." Kathryn Cramer, an acclaimed corporate consultant, and Hank Wasiak, a creative icon of the advertising industry, have produced a work that looks and works like no other business or self-help book--because it IS like no other book. *Change the Way You See Everything* is a revolutionary approach to every aspect of life that bears not just reading, but re-reading, and sharing with people in your circle. You'll never look at the world the same way again.

From Publishers Weekly Though the content may not be groundbreaking (it distills down to the old refrain, "accentuate the positive"), the photo-heavy and text-light format of Cramer's and Wasiak's discourse on fostering life- and business-improving habits and worldviews strips the hyperbole and fluff common to many self-improvement books, presenting the essentials in an innovative way. Short enough to read on a truncated lunch break (the authors estimate 45 minutes cover-to-cover) and looking not unlike a slick Powerpoint presentation, the book walks readers through the how's and why's of thinking positive ("it leads directly to the thrill of victory"; "you feel more motivated and energetic") and includes the obligatory success stories, though these are glitzier than most--musician Moby and actress Sonia Manzano among them. Bullet-point lists and brief explications of the virtues of asset-based thinking (or, ABT as it's referred to in the book) are presented alongside illustrative photographs, so the photo of an executive-looking gentleman baiting a Holstein with a red flag accompanies the section on conflict management; a pair of socks appear next to "Knock Somebody's Socks Off." Though some exercises cross into the absurd (one suggests readers "drive the 'wrong way' to work so that it takes twice as long. Find out what you appreciate about the new route"), this breezy read is the go-to title for readers seeking an attitude realignment. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Hank Wasiak is co-founder of The Concept Farm, one of the hottest creative development companies in the world. He is an advertising industry icon who works with the corporate elite of global and domestic business. He lives in New York City. Kathryn D. Cramer, Ph.D. is a practicing psychologist, sought-after corporate consultant and speaker, and the author of several books on personal effectiveness and professional development. She is the founder of The Stress Center at St. Louis University, and managing partner of The Cramer Institute, an internationally recognized coaching and consulting firm. She lives in St. Louis, MO.