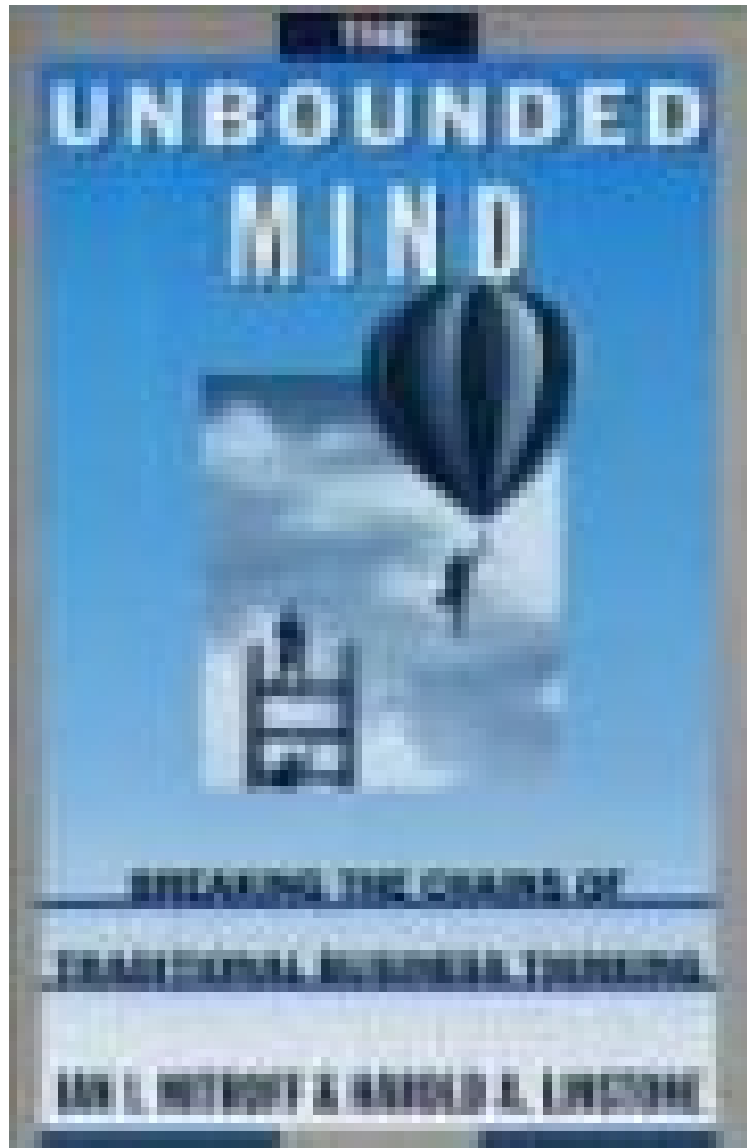


The Unbounded Mind: Breaking the Chains of Traditional Business Thinking

Ian I. Mitroff, Harold A. Linstone
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Ian I. Mitroff, Harold A. Linstone : The Unbounded Mind: Breaking the Chains of Traditional Business Thinking before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Unbounded Mind: Breaking the Chains of Traditional Business Thinking:

2 of 3 people found the following review helpful. A memorable schema for how people approach decisionsBy

Bruce_in_LAI enjoyed reading this a year ago, and recently bought a copy as a gift. I remembered it as a "light" read, but it's really fairly long. The authors give you a memorable perspective on how there are completely different ways of viewing decisions - appeal to consensus; appeal to facts; appeal to authority, etc. You may take that for grant, but the book really brings this perspective alive and points out that modern-world decision making requires more complex approaches than ever before. 1 of 2 people found the following review helpful. Wicked problems are difficult to structure
By D. Paradise
This book examines the difficult task of formulating the structure of particularly complex, or wicked, problems. Wicked problems often do not have "right" or "wrong" solutions, and progress on one aspect of such a problem often leads to new problems on another aspect. By defining the multiple perspectives of stakeholders in these problem "messes", Mitroff and Linstone illustrate how one can begin to approach "solving" them in a reasonable fashion.
4 of 5 people found the following review helpful. Understanding the limitations on our thought processes
By A Customer
While this is not a book to be read for entertainment, it will certainly surprise and excite those who wish to better understand our every day decision making processes. I highly recommend it for those who need to think quickly and efficiently in business, or even for anyone who just wants to better understand their own decision making patterns for better or for worse. You'll need at least a couple of weeks to get through this one, and I would recommend reading it with a friend so you can discuss each chapter as you progress through the book.

Global markets, Japanese competition, the service economy, the sophisticated consumer--American business today faces challenges undreamed of just a few decades ago, and traditional approaches to corporate problems are becoming increasingly less effective. And yet, as the authors of *The Unbounded Mind* point out, MBA programs still preach--and thousands of American firms hold sacred--an antiquated system of business thinking that is wholly inadequate to the problems they face. In this groundbreaking work, two pioneering thinkers in business studies, Ian I. Mitroff and Harold A. Linstone, pinpoint the profound changes that must occur in the way business executives think, make decisions, and solve problems, if America is to remain competitive. They put forth a radically new approach--"new thinking"--and show executives exactly how to employ these special critical and creative tools to clear the hurdles businesses now face. Logic and rationality, they explain, are useful but limited. And traditional simplification often inhibits the ability to ask the right questions and recognize the true problem. But varying perspectives, multiple realities, and openness to multiple solutions are the secrets of contemporary problem-solving, and lead us to the cutting edge of innovation. Clearly and compellingly, Mitroff and Linstone weave together insights gleaned from philosophy, psychology, management science, economics, and decision science, and quote thinkers from Descartes to Robert Bly, from Alvin Toffler to Chief Seattle. In illustrating how "new thinking" differs from the usual ways in which American firms have handled problems, they analyze a wealth of examples including the decline of the American auto industry and the consequences of this country's blind exporting of technology. They also revisit and interpret some of the most grave crises corporate America has faced: the Bhopal disaster, the Tylenol scare, and the accident at Three Mile Island. Hard-hitting and insightful, *The Unbounded Mind* is a clarion call for American business. It argues that if we are to produce products and services that can compete in the information age, we must challenge the very foundations of our thinking, and learn how to approach decisionmaking in a truly creative way.

"Must reading."--Victor Leo, Ford Executive Development Center
"An important book."--Neil Postman, New York University
About the Author
About the Authors: Ian I. Mitroff is Harold Quinton Distinguished Professor of Business Policy and Director, USC Center for Crisis Management, Graduate School of Business, at the University of Southern California. Harold A. Linstone is University Professor Emeritus of Systems Science at Portland State University, and editor-in-chief of the journal *Technological Forecasting and Social Change*.