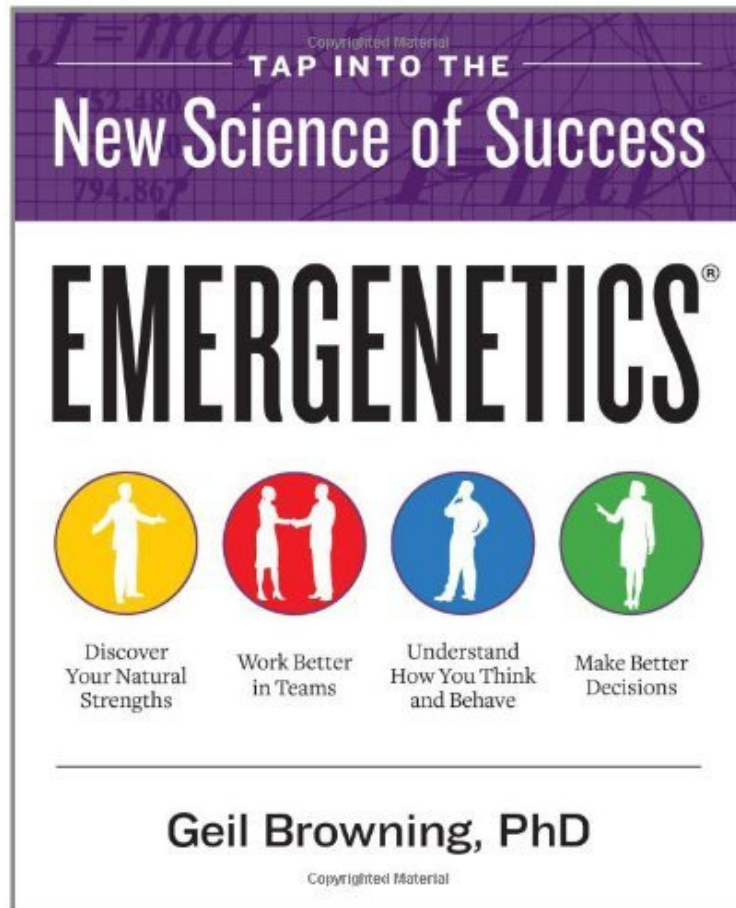


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Emergenetics (R): Tap Into the New Science of Success

Geil Browning PhD

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characteristics that have EMERGED from your life experiences, plus the GENETICS with which you were born. Geil Browning calls this interplay between nurture and nature EMERGENETICS. I have had the privilege of working with Geil Browning, and she is beyond extraordinary. Geil has the highest academic standards, so everything in this book has been analyzed, cross-checked, and verified. However, what drives the book is Geil's wisdom, empathy, and passion to share what she has learned over a lifetime of scientific study, corporate consulting, and human observation. EMERGENETICS is all about understanding yourself and other people, so this book will help you become not only a better business leader, but also a better human being. It really does give you the keys you need to decipher others and better appreciate your own strengths. EMERGENETICS is based on seven personality attributes. Each thinking or behavioral attribute is given a spectrum, so your unique personality is a function of where you place yourself on all seven spectrums. You can access all seven traits to different degrees when you have to, but you'll keep coming back to your natural "set point" for each attribute. You can use this book to determine your thinking and behavioral attributes in a general way, or you can go to [...] and fill out a full questionnaire to get a complete, individualized Emergenetics Profile (for a fee). EMERGENETICS explains how the seven attributes correlate with the latest brain research. As Geil goes along explaining her life's work, her subjects include things like neuropeptide research, the enteric nervous system, brain fitness, gender differences, guidelines for communicating with people who aren't like you, and getting the most of your colleagues and employees. This is a "business" book with something for everyone. Geil Browning is the real deal.

Who you are today is a result of certain characteristics that have emerged from your life experiences, plus the genetics with which you were born. This interplay between nature and nurture is the foundation of Emergeneticsreg;, a brain-based approach to personality profiling that gives you the keys you need to discover not only your own natural strengths and talents, but also those of others. You will discover your thinking style (Conceptual, Social, Analytical, or Structural) and your behavioral set points (your degree of Expressiveness, Assertiveness, and Flexibility). These insights will help you recognize how you approach new situations, how you get things done, how others see you, how to enhance relationships, and how to communicate with people who are not like you. Applying Emergeneticsreg; to the workplace will enable you to make optimal career decisions, boost your creativity and performance, increase profits, make better decisions, assemble "brain trust" teams, write effective performance reviews, make presentations that appeal to everyone, sell to all kinds of customers, and motivate all kinds of employees. Emergeneticsreg; offers invaluable insights instantly, and paves the way to personal growth, satisfaction, and success.

ldquo;We have used [Emergenetics] with employees and customers and it has been an overwhelming success.rdqquo;About the Author Geil Browning, PhD, is president and owner of Emergenetics, LLC, and of The Browning Group International, Inc., which provides training, development, and consulting services to organizations worldwide. An educator, researcher, workshop presenter, and nationally known speaker, she has made a difference in the lives of thousands of people through EMERGENETICSreg;. She lives in Castle Rock, Colorado.