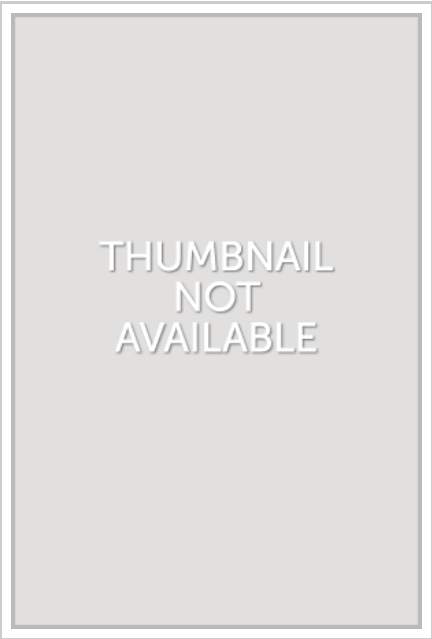



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# Magic and Management: Developing Executive Potentials

By Geraldo Caravantes

iUniverse, Inc. Paperback. Book Condition: New. Paperback. 176 pages. Dimensions: 9.1in. x 6.1in. x 0.5in.Whereas many recommend a paradigm change in order to cope with modern complexities, Caravantes and Bjur urge executives not to change their operating paradigms, but rather to become paradigm competent, that is, knowledgeable and competent in several ways of understanding and analyzing the working world. Four major paradigms are described: positive science, quantum physics, oriental mysticism, and existentialism. The authors recognize that executives often are obligated to make important choices despite insufficient data and the inability to predict future outcomes. Hunches that one action is to be preferred over others are examples of high-level managers making use of more-than-rational intuitions defined as knowing without knowing how you know. The authors think of this as a kind of subconscious magic not taught or developed in the curricula of schools of management, where the emphasis is on technical rationality and technique. The authors emphasize the importance of subconscious perceptions in enabling an executives access to infra-conscious, extra-rational, or magic capabilities, and discuss some modern techniques that can be used to enhance an executives magic and charisma. Magic and Management is a fourth book co-authored by Bjur and Caravantes,...

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