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Einstein's Business: Engaging Soul, Imagination, and Excellence in the Workplace

Dawson Church

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Dawson Church : Einstein's Business: Engaging Soul, Imagination, and Excellence in the Workplace before purchasing it in order to gauge whether or not it would be worth my time, and all praised Einstein's Business: Engaging Soul, Imagination, and Excellence in the Workplace:

At this threshold of our species' evolution there is an increasing recognition that new approaches are needed to create the radical changes necessary for humanity to survive on this planet. Business is not exempt-it's at the center of this radical change. Business can even be the lynchpin around which the rest of social transformation takes place, and can lead the way as we relinquish our addiction to control and to the extreme competitiveness that has paralyzed us and

prevented us from uniting to address the urgency of the crisis at hand. In this anthology, some of the best-selling business authors of today infuse their visions, experiences, and insights into the ongoing conversation about how to find solutions to seemingly impossible challenges. The guiding principles for the book are derived from the inspiring, timeless wisdom of Albert Einstein, a man who modeled the ability to be a channel for intuitive, imaginative, and collective intelligence. From that realm we can draw on collective intelligence to re-invent ourselves and transform business.

About the Author Dawson Church, PhD, is an award-winning author whose best-selling book, *The Genie in Your Genes*, has been hailed as a breakthrough in the field of epigenetics. He has published numerous scientific papers, with a focus on the remarkable self-healing mechanisms now emerging at the intersection of emotion and gene expression. He applies these breakthroughs to health and athletic performance through [EFT Universe.com](http://EFTUniverse.com), which is one of the largest alternative medicine sites on the web. He was educated at Baylor University and Holos University, where he earned his doctorate under the tuition of Harvard-trained neurosurgeon Norm Shealy, MD, PhD, with whom he co-authored *Soul Medicine: Awakening Your Inner Blueprint for Abundant Health and Energy*. He is editor emeritus of the peer-reviewed journal *Energy Psychology: Theory, Research Treatment*, and founded the nonprofit National Institute for Integrative Healthcare to research and train practitioners in energy psychology. He works with businesses and sports teams to achieve peak performance; he no longer accepts private clients but instead refers them to the certified practitioners at EFT Universe.